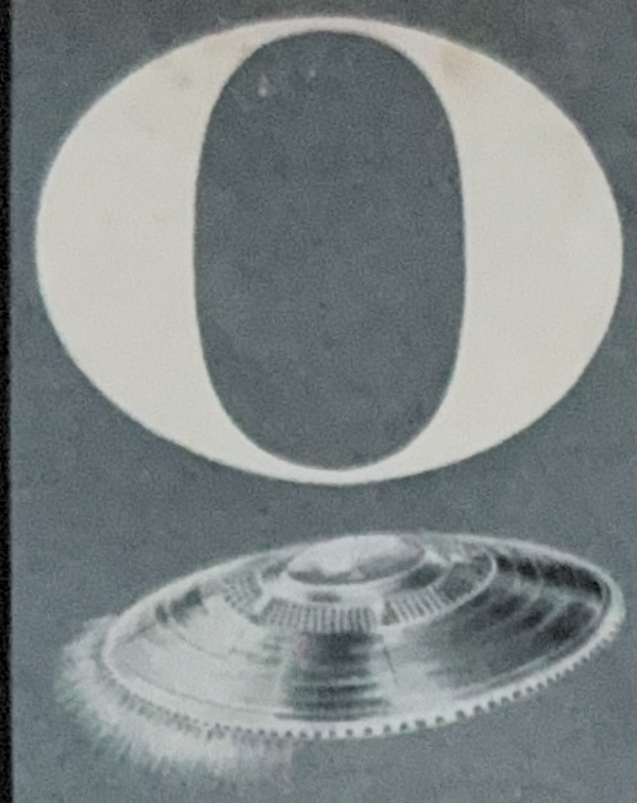
LOOK



A blueprint for flying saucers

Peter Townsend and the Princess

15¢ JUNE 14, 1955

GLEASON'S PAL CARNEY

478564 C R2 WAY57
GEORGE C BOWIE
1315 KENTIO PL
FALLS CHURCH VA

Pepsi-Cola refreshes without filling

Won't she look wonderful coming down the aisle? For the old saying that all brides are beautiful is truer than ever today.

That's because the modern girl knows the importance of taking good care of her figure. Her sensible modern taste in diet is for the lighter, less filling foods and beverages.

And that is the modern taste with which Pepsi-Cola has steadily kept pace. Today's Pepsi, never heavy, never too sweet, reduced in calories, refreshes without filling.

No wonder Pepsi-Cola is more popular than ever. It is the modern, the light refreshment. Have a Pepsi.

Featuring

Pepsi-Cola

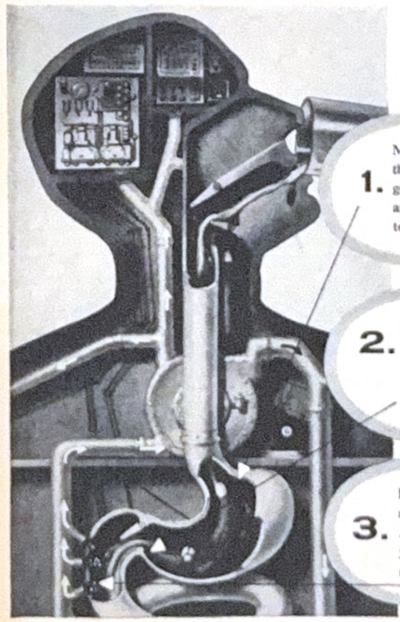
The Light refreshment

Says Arthur Godfrey, "Take it from me,

BUFFERIN®

acts twice as fast as aspirin

AND IT WON'T UPSET YOUR STOMACH!"



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

2. Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .

3. Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

Ask your own doctor about Bufferin's remarkable ability to relieve pain, about its freedom from harmful ingredients.

8 years of continuous medical research in hospitals and clinics have established Bufferin's effectiveness and speed of action. Bufferin has met the rigid tests a doctor demands of medicines used in his own practice.

IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

LOOK June 14, 1955

LOOK is published every-other-Tuesday by COWLES MAGAZINES, INC., at 715 Locust Street, Des Moines 4, Iowa, U. S. A., and entered as second-class matter November 27, 1936, at the Post Office at Des Moines, Iowa, under the act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Subscriptions: One year, U. S. and Possessions and Canada $5.50, Pan-American, Spain and Philippines $5.00, other foreign countries $7.00.

Vol. 19 No. 12

Jimmy Bryan, named America's champion driver for 1954 by the American Automobile Association, poses with his new Buick Century.

"Get Quick Action From Your Car In Any Situation With 5-Rib Champion Spark Plugs . . . *I DO!*"

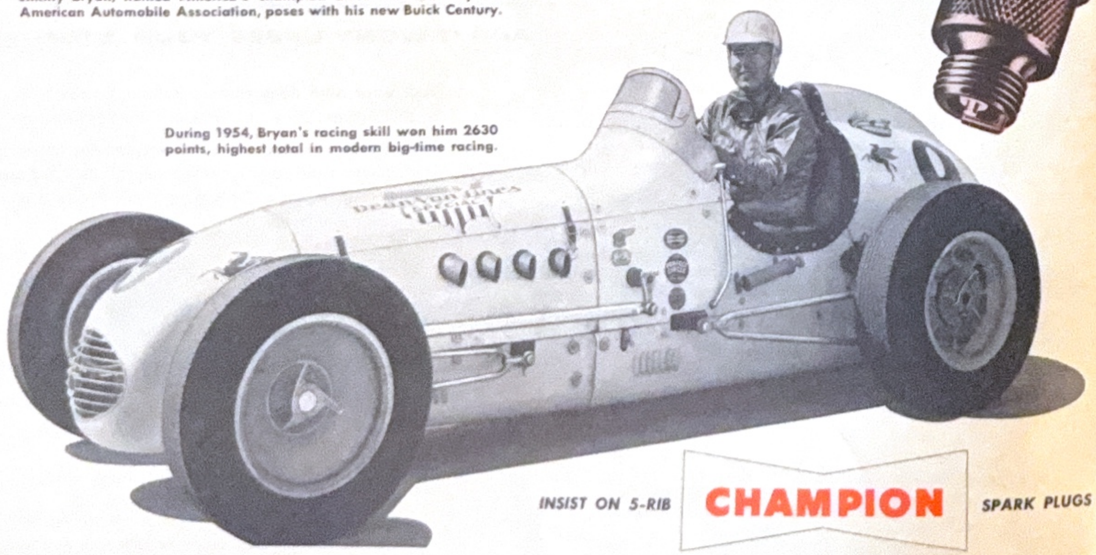
says Jim Bryan

1954 AAA DRIVING CHAMPION

In the Air Corps and in big-time racing Jimmy Bryan has had vast experience in every phase of engine performance. He knows that no engine is better than its spark plugs. Bryan says: "Track or traffic—you're the top man when your car does what you want it to do. I've used Champions under the toughest conditions and I know that their full-firing, sharp, hot spark gets the most out of modern gasoline and makes any engine a better engine. Whatever I'm driving, I feel a lot safer with Champions under the hood and I'm sure you will, too, because a Champion-equipped engine responds instantly in any emergency."

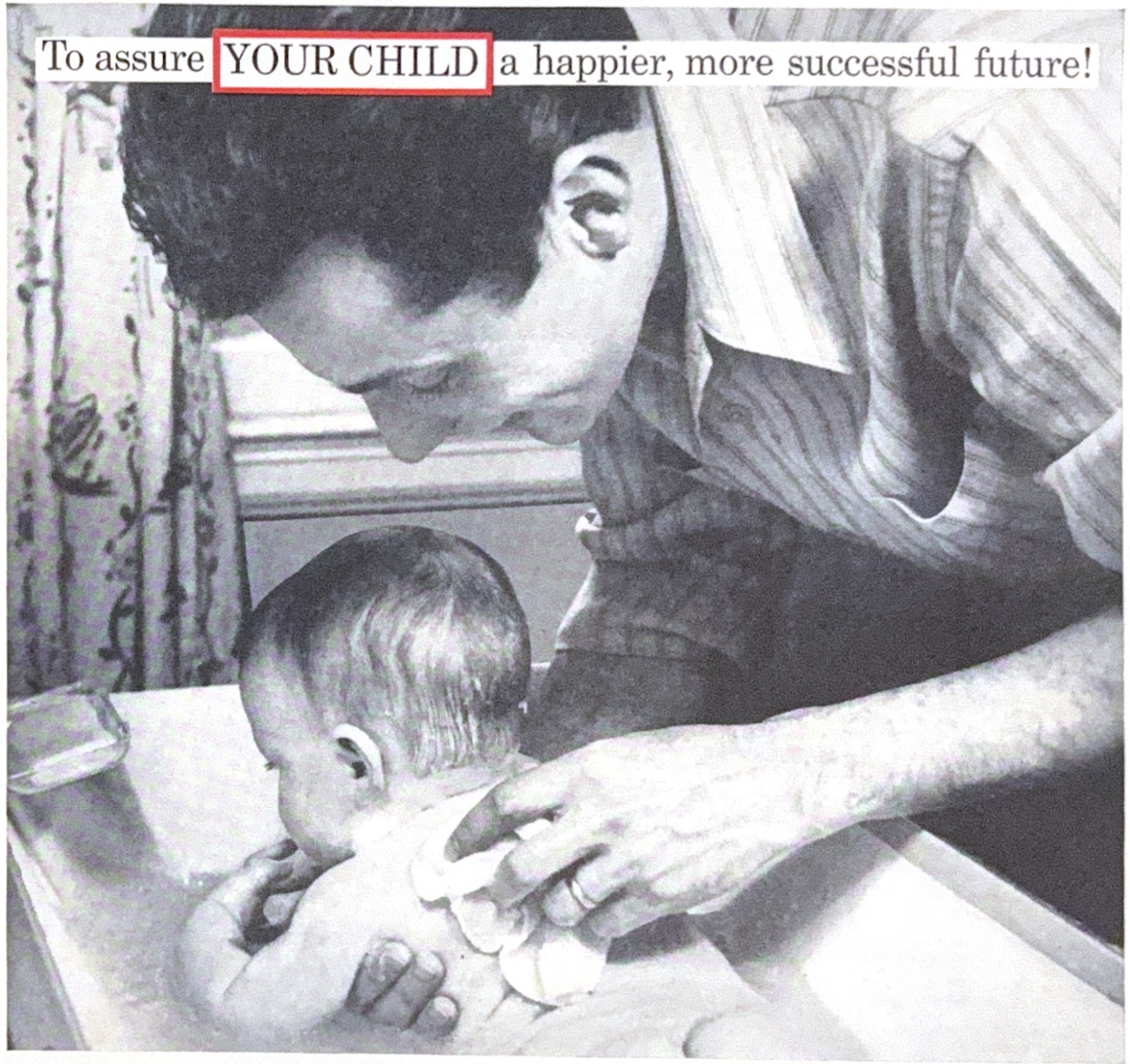
Right now is a good time to get acquainted with Champion Spark Plugs. Champion's patented five-rib insulator discourages flashover, keeps the spark inside the cylinder for *full* power.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



During 1954, Bryan's racing skill won him 2630 points, highest total in modern big-time racing.

INSIST ON 5-RIB **CHAMPION** SPARK PLUGS



low cost educational plan

offered by John Hancock

How much will your child's education cost?

The price tag is *high!* But by starting *now*—while he's young—you can guarantee that the necessary cash will be ready when the time for a higher education comes. And with John Hancock's Educational Plan at new low cost you can do it. Start now to build toward the amount you want.

Covers ANY KIND of education! No matter what happens to you, John Hancock guarantees a cash payment of the amount you select for any type education your child wants—college, trade or business school, or any other.

What's the secret of John Hancock's new low costs? Simply this: John Hancock has simplified and streamlined operations . . . has made sweeping changes in life insurance procedures.

Ask your John Hancock agent to show you how John Hancock's educational plan at new low cost can assure your child a better education—and a better opportunity for success—all at a price that fits your budget.

John Hancock

MUTUAL LIFE INSURANCE COMPANY

BOSTON, MASSACHUSETTS

DEDICATED TO THE INDEPENDENCE AND FREEDOM OF EVERY AMERICAN FAMILY

PICTURE OF THE MONTH in CINEMASCOPE

"The Cobweb" puts you on the listening end, as it were, of a psychiatrist's couch.

Ordinarily, movies don't dare lay bare the innermost emotions of men and women who have loved or hated more deeply than the world will allow. But then, *nothing* about this sensitive M-G-M film, in CinemaScope and Color, is in the least ordinary!

It's very special. It goes where no story has gone before—down the twisting corridors of its characters' desires, beyond the door marked "For Doctors Only", behind the scenes and sins of a psychiatric clinic called The Castle.

Widmark Bacall Boyer

Grahame Gish Kerr

And it has unquestionably the cast of the year: Richard Widmark, Lauren Bacall, Charles Boyer, Gloria Grahame, Lillian Gish, John Kerr, Oscar Levant, Susan Strasberg. Like M-G-M's "Executive Suite", "The Cobweb" was produced by John Houseman, from a frank but delicate best-seller, and fuses into one central story the many romantic conflicts that overlap it.

Beautifully paced by director Vincent Minnelli, "The Cobweb" tells of a young doctor's struggles to slash away the cobweb of confusions and cross-purposes encircling The Castle...of his wife who wanted to be loved, preferably by him... of the woman who came, brisk and breath-taking between them...of the many strands that drew ever-tighter when the man he replaced at the clinic sought to replace *him* at home.

And so the web spins tauter and tauter, around this whole ultra-private world, which is just one misstep removed from ours..., where ambitions clash and false fronts crumble, where doctors and patients dress alike and sometimes desire alike... where love can bend and marriages break apart, and back-street loves flame up in dim-lit hideaways...where calm can slip into chaos in a frightening flash...where guilt can be lost and innocence be won.

This picture calls a spade a spade. It is our pleasure to call a triumph a triumph. For that is exactly and excitingly what "The Cobweb" is, and a brilliant, attractive all-star cast brings it explosively to the screen!

* * *

M-G-M presents in CinemaScope and Color RICHARD WIDMARK, LAUREN BACALL, CHARLES BOYER, GLORIA GRAHAME, LILLIAN GISH In "THE COBWEB". And introducing JOHN KERR and Susan Strasberg with Oscar Levant, Tommy Rettig. Screen play by John Paxton. Additional dialogue by William Gibson. From the Novel by William Gibson. Photographed in Eastman Color. Directed by Vincente Minnelli. Produced by John Houseman. An M-G-M Picture.

LOOK

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AMERICA'S FAMILY MAGAZINE

JUNE 14, 1955 • VOL. 19, NO. 12

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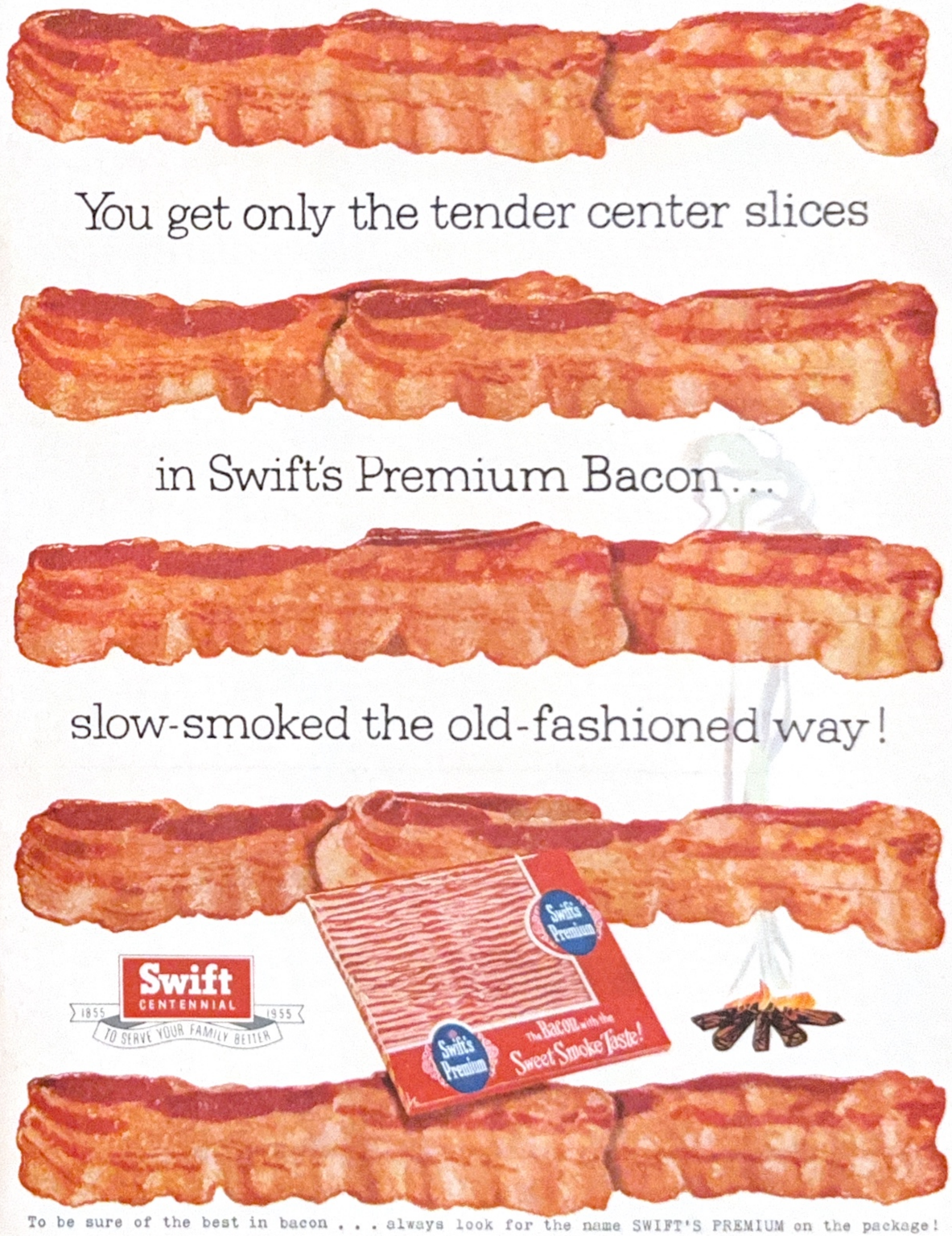
NAT CHERLY!!- YOU GOT WHAT WE BUSTED OUT FOR!! AMERICA'S FAVORITE HAIR-TONIC, WILDROOT CREAM-OIL—WHICH KEEPS HAIR NEAT AN' NATURAL—

ALSO REMOVES LOOSE, UGLY DANDRUFF, AND CONTAINS LANOLIN!!— GET WILDROOT CREAM-OIL, CHARLIE!!
BUT DAT WOULD BE ILLEGAL!! MY NAME IS 74-1!!

SPECIAL ADVICE:
ONLY A CREAM DRESSING GROOMS HAIR THE NATURAL WAY! ABSOLUTELY NON-ALCOHOLIC WITH NATURAL INGREDIENTS. BUY AMERICA'S FAVORITE!
WILDROOT CREAM-OIL FOR THE HAIR
NON-ALCOHOLIC, LANOLIN
GROOMS THE HAIR
RELIEVES DRYNESS
REMOVES
WILDROOT CREAM-OIL HAIR TONIC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stands out for highest quality tobaccos — low nicotine

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PURE WHITE
Miracle Tip

"For me — L&M has everything! The taste I want and the very best filter made."
TV's LEILA HOLLIDAY

L&M is America's *Best* Filter Cigarette!

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GRIME DOESN'T PAY!

This motorist discovered, too late, that a grime-loaded oil filter leads to costly engine repairs. A clogged oil filter lets gritty road dust, hard carbon and sludge grind away at delicate engine parts. Keep out of trouble! Ask your service man to check your oil filter when changing oil. Insist on Purolator -- toughest, most efficient filter made. There's one engineered for every make of car. Refills cost as little as $1.60.

PurOlator

America's No. 1 OIL FILTER

"Purolator," Reg. U. S. Pat. Off. Purolator Products, Inc., Rahway, N. J.; Toronto, Canada

BEHIND THE SCENES

While they were in Hiroshima for *Lest We Forget*, writer **Chester Morrison** and photographer **Bob Sandberg** planned to stay in a Western-style hotel, with beds. Their cab driver had other ideas and deposited them in front of a typically Japanese hotel. After they took off their shoes, the proprietor led them to a bedless bedroom, then fixed the hungry travelers a supper of fried eggs and strawberries. Morrison (above) and Sandberg slept fitfully on their floor mats. "Our pillows were filled with gravel," Morrison insists.

After working the following day at the Atomic Bomb Casualty Commission, neither Morrison nor Sandberg remembered the name or location of their hotel. They traced their cab driver; he recalled taking two Americans to Seragen Ryoken, phone Hiroshima 4-0561. So they returned to their typically Japanese hotel, picked up their luggage and proceeded to a Western-style hotel with genuine beds.

When **Arthur Rothstein** photographed the pastoral scene for *Farm Foods in City-Slicker Ways*, he found himself face to face with a cow for the first time in years. From 1935-40, Rothstein was an expert photographer of farm life for the Resettlement Administration. In 1936, then 21 and just out of Columbia University, he took the above picture—one of the most memorable in camera history—of a skull on a South Dakota alkali flat.

Several months later, the Dakotas were hit by a severe drought. Rothstein's skull photograph was used, without his knowledge, to illustrate the farmers' plight. A major political imbroglio resulted when someone discovered that Rothstein had shot the picture months before the drought. "New Deal propaganda," thundered the Republicans. Westbrook Pegler castigated Rothstein; cartoonists caricatured him; his "fakery" was an issue in the 1936 presidential campaign.

Rothstein says now, "I'm a city boy. I like to walk in a cow pasture once in a while, but I prefer the pavements of New York."

Harsh shampoos "dry" your hair!

Halo Glorifies it!

No other leading shampoo leaves your hair so sparkling clean—so shining bright—yet is so mild as Halo!

YES, tests in hardest water prove **no other leading shampoo leaves your hair so sparkling clean—so shining bright—yet is so mild as Halo!**

No wonder you'll see a beautiful difference in your hair . . . when you change to milder, gentler Halo!

The reason—there are no drying, irritating chemicals, sticky oils or harsh soaps in Halo! Milder, gentler Halo's exclusive "glorifying" ingredient removes dull film and loose dandruff . . . leaves your hair cleaner, softer, more sparkling—never dry! Halo is so effective, just one Halo shampoo brings out all the natural brilliance of even dull hair . . . makes it more fragrant, much easier-to-manage. All without special rinsing!

So change from harsh shampoos to Halo—and see the shining difference! Try the 29¢ size—or get an average three months supply 89¢.

Guaranteed by Good Housekeeping

Halo—

glorifies dry, oily or normal hair

Got those dirty dishes blues?

Get a G-E "Mobile-Maid"! . . . The automatic dishwasher that needs no installation . . . is guaranteed to wash dishes cleaner, faster, easier than by hand or your money back!

Has your kitchen ever looked like this? Wouldn't you gladly hand the dreary task of cleaning up to someone else if you had the chance? Why not let a G-E "Mobile-Maid" do it for you? . . . not just for the once-in-a-while you get a pile-up like this, but for every single day you have dishes to wash!

A "Mobile-Maid" can mean complete freedom forever from the monotonous task of handwashing the hundreds of pieces of china, silverware, glassware, pots and pans a family of four uses each week! What's more, it's guaranteed to do the job easier, faster, cleaner than you can do it by hand . . . or every cent of your money will be refunded!

Why not see your nearest G-E dealer right away! Ask for a demonstration of the wonderful "Mobile-Maid" . . . the automatic dishwasher that needs no installation . . . that is priced so it's easy to own! ONLY $2.75 *per week.**

**Based on manufacturer's recommended retail price after small down payment.*

Snaps on and off any faucet! The G-E "Mobile-Maid" needs no plumbing installation because of this remarkable "Unicouple" connector that easily snaps onto the faucet of any kitchen sink! No expensive electrical installation, either . . . you just plug the "Mobile-Maid" into any 115-volt outlet!

Hot water enters through one hose and used water drains away through the other. Everything is done automatically!

More capacity than most plumbed-in models! Washes complete dinner service for eight . . . or all the dishes an average family of 4 would use in a day! Plates left from snacks . . . bowls and pans from meal preparation can be stacked in your "Mobile-Maid" as they are used . . . washed whenever you have a full load.

And the "Mobile-Maid" is so compact it needs floor space only 2 feet square.

JUST LOOK AT THESE FEATURES!

1. *No installation required* . . . plugs in like a toaster!
2. *Fully automatic* . . . washes and rinses dishes twice! Dries them sparkling clean in their own heat!
3. *Full-size capacity* . . . holds all the dishes an average family of four would use in a day!
4. *Completely mobile* . . . rolls easily on rubber-tired, ball-bearing casters.
5. *Compact design* . . . needs a space only 2 feet square . . . can be stored anywhere!
6. *Adjustable top-rack* . . . adjusts up or down to provide room for extra-large plates or glasses!

GUARANTEE OF SATISFACTION

Ask your authorized G-E dealer for a signed "Guarantee of Satisfaction," by which he guarantees to refund the full purchase price in return for the appliance if, after using it in your home for a trial period, you are not completely satisfied that "Mobile-Maid" washes dishes easier, faster and cleaner than by hand.

If this guarantee is not available from the franchised dealer from whom you purchased the "Mobile-Maid," G. E. will issue such a guarantee to cover a 30-day trial period. Write General Electric Company, D & D Department, Appliance Park, Louisville 1, Ky., within 5 days of your purchase, naming your dealer and date of purchase.

GENERAL ELECTRIC

Look what rusty shears can teach you!

Get rid of "engine rust" to UNLOCK your car's HORSEPOWER

When it takes more and more strength to make your garden shears cut, chances are they're bound up by rust and dirt.

In much the same way, friction is built up by deposits on close-fitting engine parts. We call this "engine rust"—a ruinous combination of water, dirt and acids that binds valves, valve lifters and piston rings. It's why your engine gradually loses pep, wastes gasoline and wears out.

You can prevent "engine rust" simply by keeping Pennzoil with Z-7 in the crankcase. The power ingredient built into this different Pennsylvania motor oil keeps harmful deposits away from vital engine parts, lets no *Tough Film*® lubricate under ideal conditions. Your engine stays alive, quiet, easy on gasoline and oil, and instantly responsive—because horsepower is *unlocked*.

No matter what car you drive or gasoline you buy, you'll feel the difference when you switch to Pennzoil with Z-7. Switch for summer, *now!*

Sound your Z for the LONG QUART

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WHAT THEY ARE SAYING

"**Anne Morrow Lindbergh** in her *Gift From the Sea*: "The most exhausting thing in life, I have discovered, is being insincere. That is why so much social life is exhausting; one is wearing a mask."

Anne Morrow Lindbergh

St. John Ervine, British playwright: "Under the influence of television, the human race will become a large heaving jelly, unwilling to go anywhere, incapable of going anywhere. . . ."

Jules Romains, French author, in *Paris-match*: "Since painters get paid from time to time, why is it they do not also get punished from time to time?"

Fred Pownall, in charge of publications at the University of Iowa, on physical exercise: "I'm pushing 60, and that's exercise enough."

AP columnist **Hal Boyle's** observation on the silent wife: "Any woman's conversation is more endurable than the ordeal of her silence."

English comedienne **Beatrice Lillie,** on the behavior of pseudo intellectuals: "They sit on the floor and drink black coffee—all the while that there are chairs and cream in the room."

From ***The Mentor,*** Massachusetts State Prison publication: "The best place to find a helping hand is at the end of your arm."

From **Bertha Shore's** column in Augusta (Kan.) *Gazette*: "Trouble with the open mind is that most anything can be thrown into it."

Chicago journalist **Sydney J. Harris**: "A 'sportsman' is any wealthy man who is too lazy to work . . . and too rich to be called a bum."

Cynical stab from the Wichita (Kan.) ***Eagle:*** "Man may be the noblest work of God, but no one ever said so but man." "

Brother Sebastian

LOOK CHON DAY

Jantzen has the plaids!

Jantzen®

has imported CLAN PLAIDS

Jantzen leads the plaid parade...with the most of the best... authentic imported tartans...Maclean, Logan, Mackinnon, Macpherson and Cluny...the finest money can buy, in the best-tailored, best-fitting swim and sunclothes in the world. Shown here, Maclean plaid in Jantzen zip-fit brief (left) 5.95... boxer shorts and shirt (center) 10.95...eight-inch zip-fit walker (right) 7.95, texture-knit shirt 3.95...all shorts fully lined.

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For the day she'll always remember—the gift she'll always use!

A LANE CEDAR CHEST

Even a brand-new homemaker knows that, if her precious blankets aren't to provide a feast for the moths, they'd better be kept in a Lane Cedar Chest.

An essential piece of furniture in *any* home, a Lane is especially important to a bride, because her lovely trousseau things are very dear to her heart. A Lane will keep them fresh and fragrant—safe from moths and dust—as no other storage method can.

Today there are Lane Cedar Chests designed for every room in the home—*over one hundred styles and finishes*. This is a wedding gift that she'll use and treasure now, and for many, many years to come.

You'll find Lane Chests at almost all of the leading furniture and department stores. You'll want one for yourself, too, because *just one nice garment saved from moths can pay for a Lane!*

Lane is the *only* pressure-tested, aroma-tight cedar chest. Made of ¾-inch red cedar in accordance with U. S. Government recommendations, with a free-moth-protection guarantee, underwritten by one of the world's largest insurance companies, issued upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. R, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

ALSO MAKERS OF LANE TABLES

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Many Lane Chests at...

*$5.00 higher in the West due to greater freight costs—and higher in Canada.

FOYER

Distinctive 18th-Century Chest in rich, glowing mahogany. Has Lane's automatic self-lifting tray. Model #2601. $59.95*

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Attractive Modern Chest in blond oak. Equipped with Lane's convenient self-lifting tray. Model #3132. $59.95*

LIVING ROOM

Stunning Modern Chest in Seafoam mahogany. Self-lifting tray. Convenient drawer in the base. Model #3086. $69.95*

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FOYER

Smart Modern Chest in pearl Seafoam mahogany finish. Lock compartment in the self-lifting tray. Model #3085. $69.95*

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Space-Saver Chest in blond oak. Opens at front and has 2 convenient pull-out shelves. Model #C-128. $69.95*

LIVING ROOM

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LIVING ROOM

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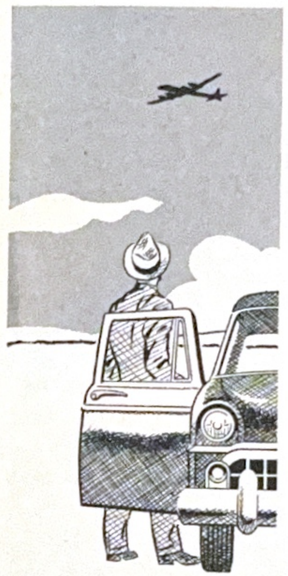

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Where could there be a greater need for absolute dependability than in the air? That's why leading airlines—**American, Capital, Continental, Delta, Eastern, National, Northwest, Pan American, TWA and United**—*all use Exide Batteries in their planes.*

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LOOK APPLAUDS

Show host Marty Glickman (left) judges a *Junior Champions* jumper.

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LETTERS

TO THE EDITOR

Atom Defense

I've just finished reading *The U. S. Has a Defense Against Atomic Attack* (LOOK, May 3) and I'm so darn mad I could spit nails. To think we have such morons in our U. S. A.! Believe me, I'm one housewife who is truly grateful if my afternoon nap is disturbed by a jet take-off. I know as long as those jets are "upstairs," I for one will be able to sleep peacefully "downstairs." And those . . . imbeciles who worry about lower real-estate values—are they so shortsighted they can't realize that without Nike installations, the day may come when they may not have any real estate to worry about, provided they themselves are still around? . . .

The day those jets stop screeching and the military starts acting like some of our . . . civilians [is] . . . the day Washington, D. C., will be hit by one of the doggonedest tornados from the Midwest in the form of an extremely irate housewife!

MRS. ARNOLD JOSTEN
Sioux Falls, S. D.

. . . In connection with the recent appearance of Col. Barney Oldfield, Director of Information Services, Continental Air Defense Command, on Arthur Godfrey's CBS-TV and radio show pointing up LOOK's excellent article, it was highly gratifying to me to hear him thank Arthur Godfrey before

his vast audience for his constant help in both recognition and recruiting for the Ground Observer Corps.

Dozens of our volunteers have come into the air-defense system as ground observers, and when they are asked why, they say, "Arthur Godfrey asked everyone to join, so I did."

And Arthur's tribute to Barney . . . was good to hear, too, as he has been an indefatigable worker in behalf of the Ground Observer Corps as well.

B. H. MAYALL, Colonel, USAF
Director, Office of Civilian Defense
Continental Air Defense Command
Colorado Springs, Colo.

Indians Again

Your article *The Sioux Indians: Their Plight Is Our Worst Disgrace* (LOOK, April 19) was wonderful. . . . Talk about food for communism, this is really it. . . . It is something we cannot ignore. It is our duty to see these poor crushed people proud once more.

JEANNE B. CAMPBELL
Barnwell, S. C.

continued

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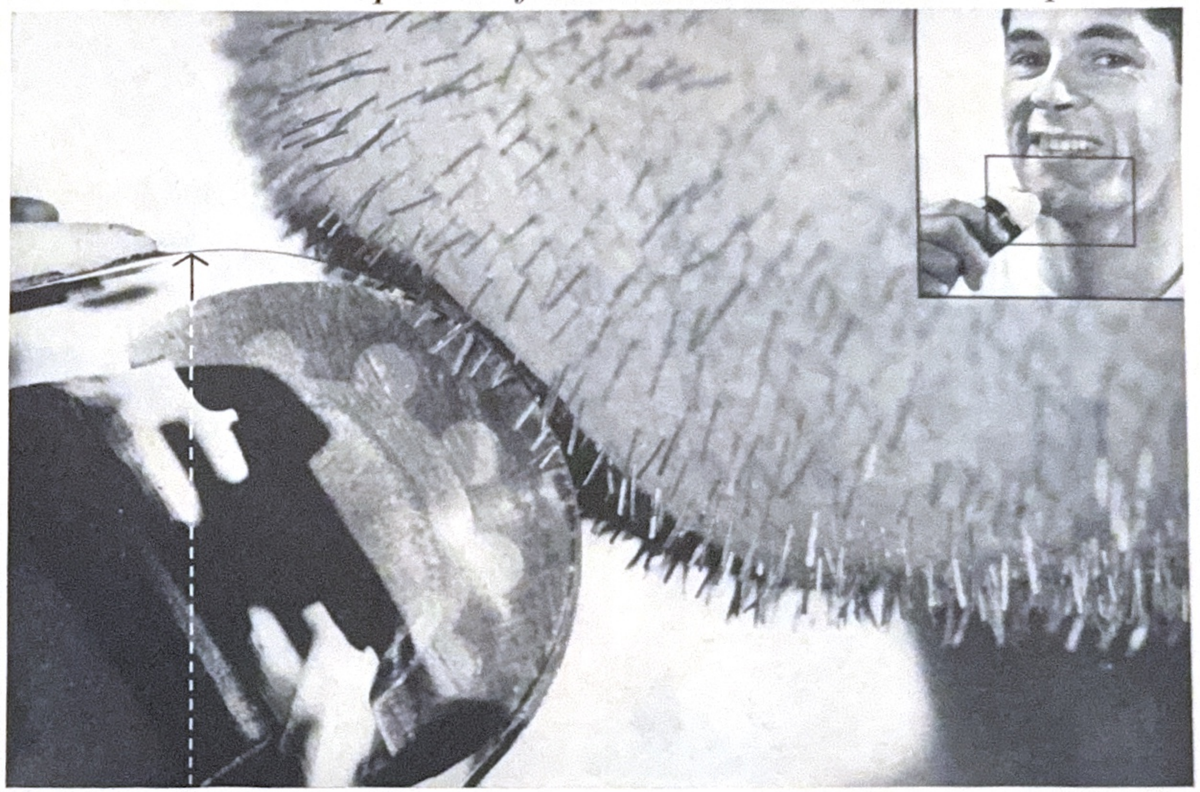

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You can depend on

LETTERS continued

Comments on Millions

I read . . . *The Private Life of a Self-Made Millionaire* (LOOK, May 3) and will say . . . he was lucky. He had breaks. . . .

ELMO S. MENETRE
Oklahoma City, Okla.

. . . It is nice for Louis Wolfson's family to have a yacht, two Cadillacs, a Chevrolet station wagon and a new Ford, but there are a great many people in Washington, D. C., who find it a real hardship to pay Capital Transit fares, which have risen steadily since Mr. Wolfson took over control of the company. . . .

VIRGINIA LEE GRIMES
Washington, D. C.

Crisis

May I express appreciation for the opportunity to read *War Won't Solve the Formosa Crisis* by the noted economist Barbara Ward Jackson (LOOK, May 3). We must realize that the real struggle in Asia is for the minds of men and that the use of force has never changed anyone's opinion for the better. . . . Our country surely needs to allay the fears abroad which have come from the present trend toward militarism, exemplified in the renewed efforts for Universal Military Training. Instead of the publicity for defense and "preparedness" which take three fourths of our Federal tax dollars and make us so hated and feared, can't we hear more about positive efforts which lead to cooperation? . . .

ADRIANA O. HESS
Tacoma, Wash.

. . . The way the British glibly seek to appease the Chinese Reds in order to be allowed by them to hold on to their Opium War loot, Hong Kong, is a study in self-serving sophistry. The only way to stop the Red Chinese deviltry *is* to beat them to their knees in war and end their evil rule over China. This should not take long with Chiang's and Rhee's eager forces unleashed, with our air and sea cover and logistical aid. The suggestion that the Formosa "problem" be turned over to the United Nations for settlement is nauseating. The U. N. hasn't yet solved any serious problem and can't stop the Reds. Isn't it time we realized this and acted accordingly?

WALTER W. STRONG
Long Beach, Calif.

Champagne and Gold

Gold-Plated Press Agent Bunny Shaw (LOOK, May 3) is an editor's dream, and 50,000,000 Frenchmen agree to her beauty and talent. But those same Frenchmen . . . are horrified to see swizzle sticks . . . used in champagne. More than half a dozen years are required to put the bubble in champagne. . . . The French . . . are saddened to see her destroy . . . champagne with a gold swizzle stick. *Quelle domage!* . . .

JOSEPH V. CONNOLLY, JR.
Champagne Producers of France
New York, N. Y.

END

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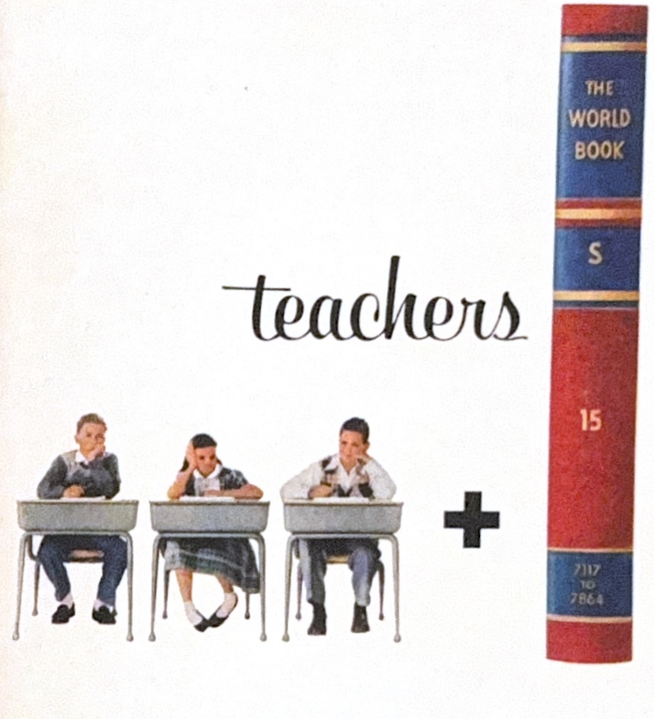

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LOOK
VOLUME 19, NUMBER 12 • JUNE 14, 1955

Butcher, baker or candlestick maker? These hopeful June graduates at New Trier High School know exactly what they want and how to get it. . . .

High-school seniors know where they're going

The Class of 1955 tells its confident view of the bright future in a hospitably waiting world

By JACK STAR
LOOK STAFF WRITER

THE JUNE crop of graduating high-school seniors has the future all wrapped up, neatly tied and tucked in a safe pocket—if, that is, the lads at New Trier Township High School on Chicago's North Shore are representative. Answers to a LOOK questionnaire distributed among nearly 300 boy seniors revealed that the Class of 1955 does not hesitate in doubt or indecision. The Class of 1955 seems to know exactly where it's going.

Unlike the high-school graduates who went out into the world in the dark depression or war years, this generation appears confident of finding (or digging) its niche.

The questionnaire asked the youths what they thought their first jobs would be like. It asked them to look ahead 20 years and guess what role they will play. It queried them about their college future, their desire for material possessions and their ambitions.

Nearly all the boys said that they would go to college. New Trier, which ranks high academically, is perhaps not a typical school in this regard. Its students are drawn mainly from the upper middle class of some of Chicago's well-to-do suburbs.

From college, a large number of the boys hoped to gain "a better understanding of the world and its problems." One wanted a "liberal education so I can learn to think." Another expected college to be a "maturing experience; preparation for marriage and a career."

The prospect of having to serve in the armed forces did not disturb the boys unduly. Several indicated that they were less than delighted about going into service, but most were ready to "serve out the time" and then pick up their civilian careers.

A few of the boys actually looked forward to military life. A boy who said he wanted to be a paratrooper or commando wrote: "I would like to go into the toughest branch of service, as I think it will help me a great deal during later life."

The attitude of some boys toward the cold, cruel world was a bit naive. Many expected to earn from $5,000 to $10,000 on their very first jobs. With only a few exceptions, the boys were positive that they would be able to do what they wanted to do.

The poll-takers were surprised by the

continued

DIPLOMAT Thomas Allen, who will study law, hopes to be an ambassador in 20 years. He will leave his private law practice after 10 years and then turn to government law. "I hope to be a credit to my government, my country and my family," Thomas says. He will spurn politics.

Photographed by ARCHIE LIEBERMAN

They hope for material comforts but also want things money can't buy

number of boys who expected a religious vocation. This group was much more realistic. One prospective minister wrote that "a minister's yearly income certainly does not fall into the high bracket, but it's possible to live decently on it. My work will be routine but terribly interesting and satisfying."

This boy added: "All I want from life is the chance to benefit those around me." Another boy, who wanted to do YMCA work said: "I want to devote my life to human welfare and betterment."

One aspiring clergyman, however, evinced more worldly desires than are usually associated with men of the cloth. He expected to climb "pretty high" in ministerial ranks and then to switch to politics or foreign service. His great material wish, he said, was to have "a substantial bank account with a good income from stocks, oil wells, etc."

Two boys wanted to become policemen. One hoped that, with luck, he would rise to detective sergeant. The other was looking forward to a "high position" in police work, which, he felt, would enable him to escape the routine of ordinary business.

The idea that all American boys nurse a secret ambition to be President of the United States was not borne out in the inquiry. Only one boy expressed a desire to be a candidate for the nation's highest office. Another, who was aiming to practice corporation law, said that he wished to be Chief Justice of the United States 20 years hence.

The boys' hopes and expectations augured well for the future of the automobile industry. Cars—hot rods, custom models, foreign cars and just plain "good" cars—loomed large in the wishes of most of the youngsters. One youngster, while conceding his wish was not likely to come true, wanted a stocked 20-car garage.

Most of the boys looked forward to marriage in their middle twenties. They expected to have anywhere from two to five children. An oft-repeated refrain was: "I want to give my children as much as my folks have given me."

One senior tempered his statement of future expectations this way: "I should like to live a comfortable life, possessing materially such things as a comfortable home, many electrical items to make life easier, plenty of money, a comfortable car or two, *but, most important, a happy feeling of love and security.*"

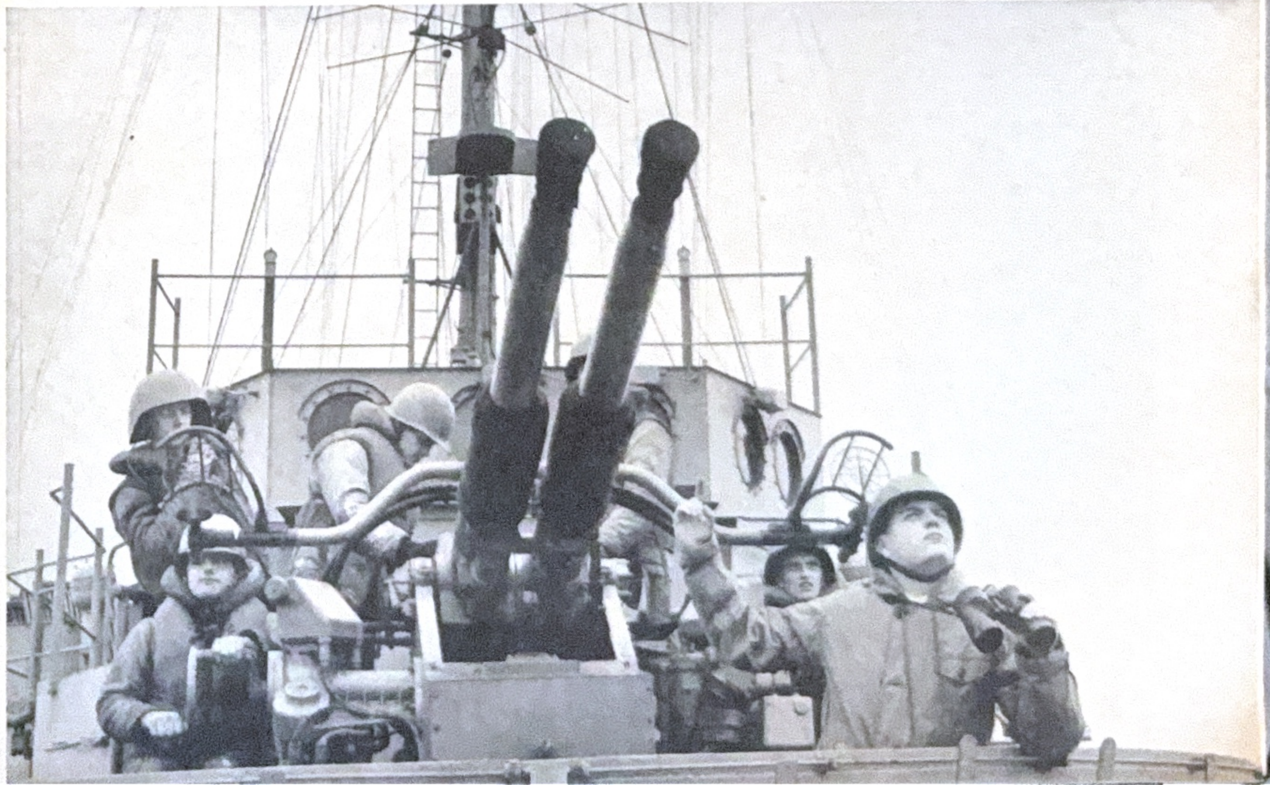
Another senior wants "a happy and successful marriage and a long life—the long life because I enjoy seeing the new advances in science we are making. All this, of course, assuming the world survives another world war."

When it came to fulfilling secret desires,

continued

OIL EXECUTIVE In 20 years, Tagg Bowman envisions himself a top executive of a major oil company. "I will drive a sports car to work and take a half day off every week to play golf with my associates," Tagg predicts.

NAVY CAPTAIN David Corwine, viewing his prospective military service, hopes he will become captain of a destroyer-escort. After he gets discharged, David wants to return to college for a Ph.D. in chemical engineering.



POLITICIAN Steve Hirsch intends to become a lawyer and go into politics so that he can "be a participant in cracking the gangsters' hold on government." He feels

When it came to fulfilling their secret desires, the boys were still boys

AUTO RACER David Roberts, who will study physics and expects eventually to become a professor, has an extra-curricular ambition to set a world land speed record of "about 500 miles an hour." He already has ideas about automobile-engine design.

the boys were still boys. One wanted "a '32 roadster, chopped, channeled, with full-race Olds engine." Another wanted "an acrobatic airplane." A third wrote: "This sounds silly but I want a hi-fi system." Others said they wanted "a complete collection of American small arms—pistols and rifles," "a Stanley steamer and a small cruising sailboat" and "a fishing lodge in Canada."

But with all this talk of flighty youth, it is interesting to find such statements as:

"I have no desire to rise to heights of glory; the goal in life should be personal satisfaction and happiness."

"I would like to be able to live the rest of my life in peace and tranquillity with lots of little grandchildren."

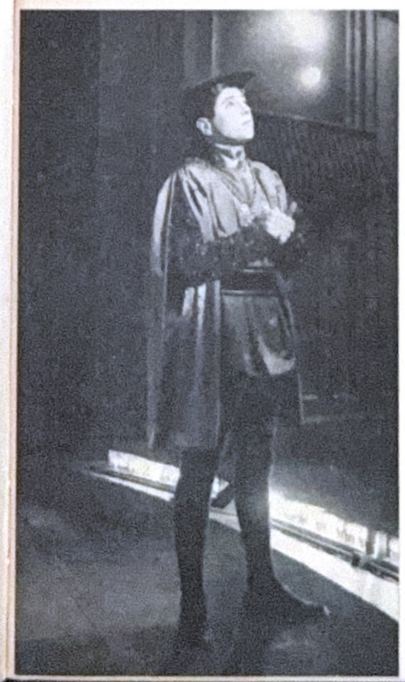
And if there was a certain emphasis on the material rewards to be expected from life, there were youths like the one who wrote:

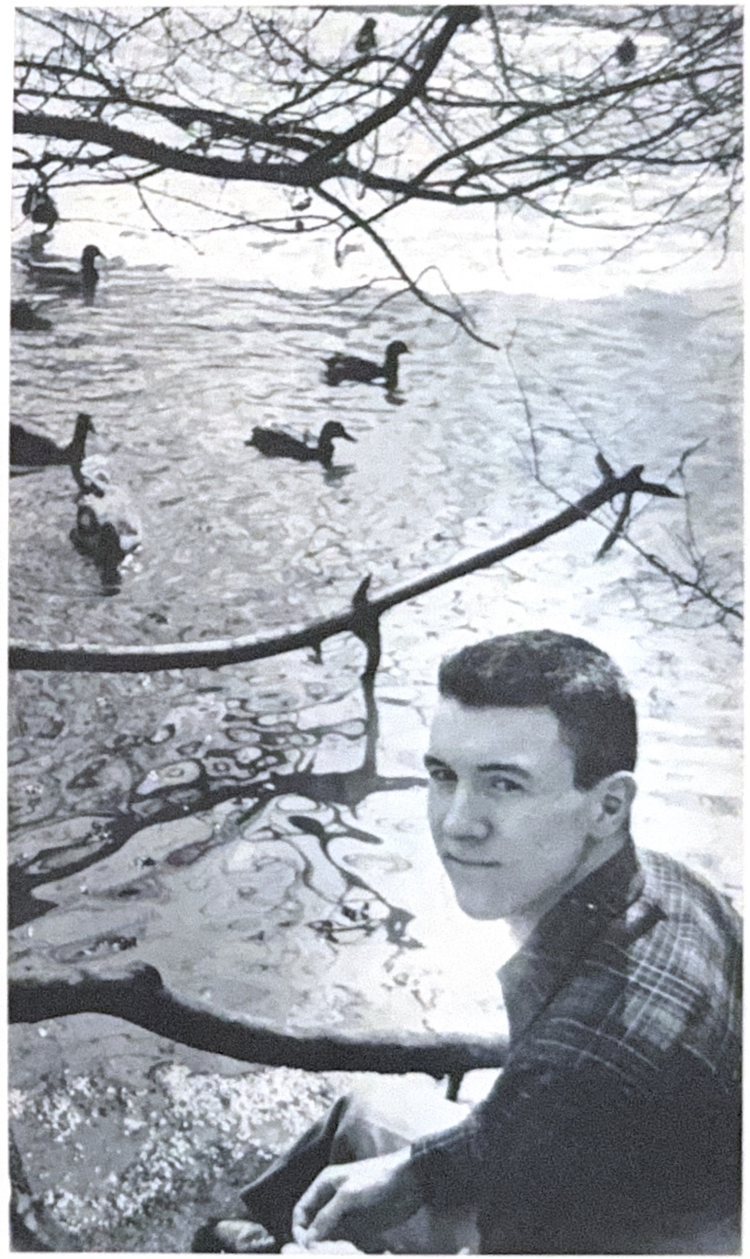
"I only care that my place of living be clean. If I keep sanctifying grace in my soul and in the souls of the members of my family, my life will be complete."

That about evened it up with the kid who wrote tersely in the questionnaire space reserved for a wish he hoped could come true: "Marilyn Monroe."

END

that young people must be willing to serve the public.



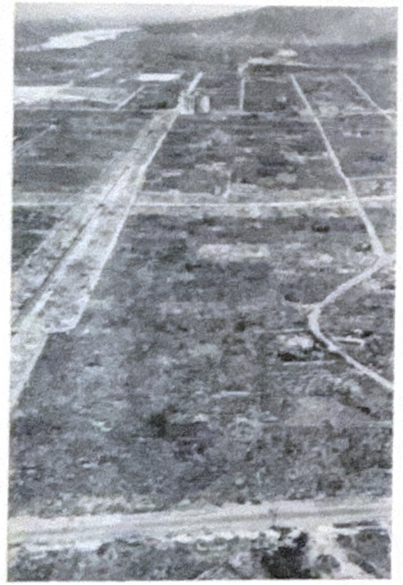


WOODSMAN Henry Stewart's special ambition is "to be able to live in the woods and make pets out of the animals around me." Henry will study agricultural engineering in college, plans to operate a farm.

ACTOR Stuart Winston, who wants to be an actor, hopes the world will have peace "because to attain my goal as a star I must have an audience."

END

A generation of healthy, normal children are growing up in Hiroshima, some the children of mothers who lived through the disaster. But not until they have children and grandchildren of their own will we know how deeply the effects of radiation may be buried in the human genes.



"The terrific explosion sent reddish-blue or dark-brown flames shooting out against the ground at an astounding velocity. . . . Fifteen minutes after the atomic cloud started surging upward, rain began to fall. . . . This brought the radioactive particles back down to the ground. . . . Pressure waves from the blast flattened practically all buildings within a mile and a half . . . [of the explosion point]. . . . About twenty minutes after the explosion, fires broke out all over the city. . . ." [From a booklet distributed by officials to tourists in Hiroshima.]

"LEST WE FORGET"

No noise, only a blinding flash, and the city was wiped out

By CHESTER MORRISON LOOK STAFF WRITER

HIROSHIMA—It grips the heart to walk across a vacant lot and step upon a hollow square of concrete, half-buried in the damp earth, and to recognize it as the foundation of a home that was blown apart on August 6, 1945, at a quarter past eight in the morning. In the nearly ten years that have passed, Hiroshima has risen from the ashes. A whole generation of unblemished children sing in the new school buildings. The scars of old burns have healed on the bodies of men and women who were caught in the holocaust. The streets of Hiroshima, which is a market town, teem with traffic.

It is still a frightening thing to see photographs of the devastation caused in this place by the first atom bomb, which was dropped three years, seven months and 30 days after Pearl Harbor. And to contemplate, in these ruins, the havoc that might be caused by an even more powerful explosion is staggering.

Today, Americans are accepted here—not with a warm welcome, exactly, but not with open hostility either. Hiroshima (to settle this once and for all, the name is pronounced Hear-*oh*-*shee*-ma) has not really forgiven us for dropping the bomb (it happened to explode above the grounds of a hospital), and people who survived cannot forget the catastrophe. But perhaps the lesson to be learned is that mankind, if he wills it so, is unconquerable.

Hiroshima has lived through agony which only one other city in history has known—Nagasaki, where the second atom bomb was dropped on August 9, 1945. Hiroshima and Nagasaki have rebuilt themselves, and now, ten years later, life goes on almost as it did before. It is a harsh life for most, but life is hard everywhere for the poor. Nowhere on earth is the land more intensively cultivated than in Japan—the rice paddies come right down to the edge of the railway tracks—but still there is scarcely more than enough food to go round.

In one section, Hiroshima has cleared up the rubble and begun landscaping Peace Park. There are several enterprises whose titles incorporate the word peace. There is even a cigaret called Peace, but it is a dry and bitter cigaret.

continued

HIROSHIMA

The only thing they've saved is the skeleton of a museum that stood near the hospital where the bomb fell. Later, they painted an admonitory sign on the fence

There are vacant lots in the center of the city where gaunt trees shade the pitiful foundations of homes that were crushed and burned when the first bomb fell.

There is a gaunt, grim reminder in Hiroshima, preserved as it was left after the fires burned out and the muddy rain stopped. It was a museum of science and industry and now it is a memorial, like the Lincoln Memorial, visited by tourists. A plaque beside it reads: ". . . of the thousands of buildings that met the same fate, this alone is now preserved to symbolize our wish that there may be NO MORE HIROSHIMAS!" Thousands of Japanese visit the place each year.

A visitor, impressed by the starkness of the structure, asked a man who had survived the bomb, "Is it a memorial or a symbol of hatred?" The man did not answer. His sorry smile was an expression of the character of the new Hiroshima. It seems, to a stranger, an oddly mixed character compounded of grim poverty in the shantytown slums, restrained elegance in the wealthy suburbs, dogged industry in the reconstruction of roads and buildings and sewers, and fanatic escapism among the crowds at the *pachinko* machines.

Pachinko is a pinball game that has become a national disease in Japan. There is little profit in it for the players—the prizes are dolls or one cigaret for a high score—but *pachinko* rooms are jammed day and night with hypnotized players dropping their yen into the slots.

By day, the downtown streets are a maelstrom of traffic; by night, the streets glare with naked lights and neon signs blaring from open shop fronts and honky-tonks. But the nighttime trade is slow; there are so few customers with money.

There are still a few eloquent empty spaces in the middle of town, a few gnarled trees twisting out of the mud. In a few more years, the empty spaces will be filled with flimsy Japanese houses and the reconstruction will be complete.

Already, there are a number of movie houses in Hiroshima showing American films; baseball is still almost as popular in Japan as it used to be. Kids eat their wholesome, inexpensive lunch at the school cafeteria and play marbles in the schoolyard at recess. American products in cans and bottles are plentiful in all but the smallest shops.

There are thousands of people in Hiroshima now who were not there when the bomb fell. Thousands who were there have drifted to other parts of the country. And there are thousands of children, many of them the children of parents who lived through the bombing. The children do not remember, but they have been told. They may not even remember that for long. The wish in Hiroshima is that there be no more war on earth. They have only to look about them now to see what the war of the future will be like.

Among the people who believe and pray in that fashion, the emotion now is not so simple as "anti-Americanism." They cannot bear to think about the bomb, but they cannot forget that they were its first victims. They realize that the bombing was an act of war, but they feel now, remembering the bewilderment of those other days, that the bomb was more than war—it was civilized savagery. And they cannot forget that WE were the ones who began the new era. continued

Children know the A-bomb only by hearsay. They live like any kids.

Grown men play *pachinko* with the fanaticism of kamikaze.

A visitor sometimes wonders where the men are. He always seems to see women in the fields and ditches.

The pedicab is a tricycle powered by a man with strong legs. It keeps getting in the way of American cars in the streets.

The tall buildings of Hiroshima have been rebuilt around their old steel skeletons.

P. T. Barnum would have applauded Hiroshima advertising.

Now, ten years after we dropped the bomb, we are still trying to find out what it did to the people

The facts of life—and death—are being studied by the Atom Bomb Casualty Commission, a collection of doctors and statisticians who live on a hill overlooking the city. Their job is a long-range research project to determine the effects of radiation on victims of the first atom bomb. The scientists are nowhere near conclusive findings yet, but they have discovered a small increase in the incidence of leukemia—a cancer of the blood. They have found that the children of parents who were in the range of radiation are normal, happy children; more girls than boys have been born to those parents. But they are not ready to say yet that any of these phenomena are directly attributable to radiation. The investigations continue among the poor and the wealthy—the bomb itself made no distinction.

A fair estimate of the number killed outright by the first bomb probably would be somewhere near 70,000. No one knows. Nor does anyone know yet how many were permanently damaged in ways that have not become apparent. Not until the current generation of children produce children of their own will the scientists be willing to make an informed guess as to the possible ultimate effects of Hiroshima's tragedy.

Meantime, the people get up in the morning without fear but still with apprehension. They have their breakfast of rice and pickles and tea, their lunch of rice and fish and their supper of fish and tea. An average white-collar income is about $70 a month, from which $40 goes for food, $10 for rent (in city housing), $17 for taxes. The average citizen will not get rich. There is serious unemployment; the relief rolls are heavy.

In Peace Park, there is a new hotel of which no American city would be ashamed. And there is a cenotaph sheltered by a saddle-shaped structure. Within a hollowed-out granite block are the names of the victims. Carved into the face of the granite is an admonition: "We pray that we may never commit our sin again." Some people in Hiroshima don't like that inscription.

The bomb made no distinction between rich and poor. Nor does the Atom Bomb Casualty Commission make a distinction as it continues its long-term research into the effects of the bombing upon the people who were within the range of radiation that morning in August, 1945. Above, an ABCC contact man interviews a matron who lives now in a wealthy suburb of Hiroshima. At right, he interviews a workman. Both were injured in the bombing; both are now well.

Photographed by BOB SANDBERG

When the bomb fell, the Rev. Kiyoshi Tanimoto, a Methodist preacher, left, was luckily uninjured and was privileged to discover that, like most men, he was a hero when it was necessary. He helped the helpless and ministered to some of the dying whose names are recorded in the cenotaph, below. Beyond the cenotaph is the stark, modernistic outline of Peace Memorial Hall, which is generally referred to in Hiroshima as the Atom Bomb Museum.

END

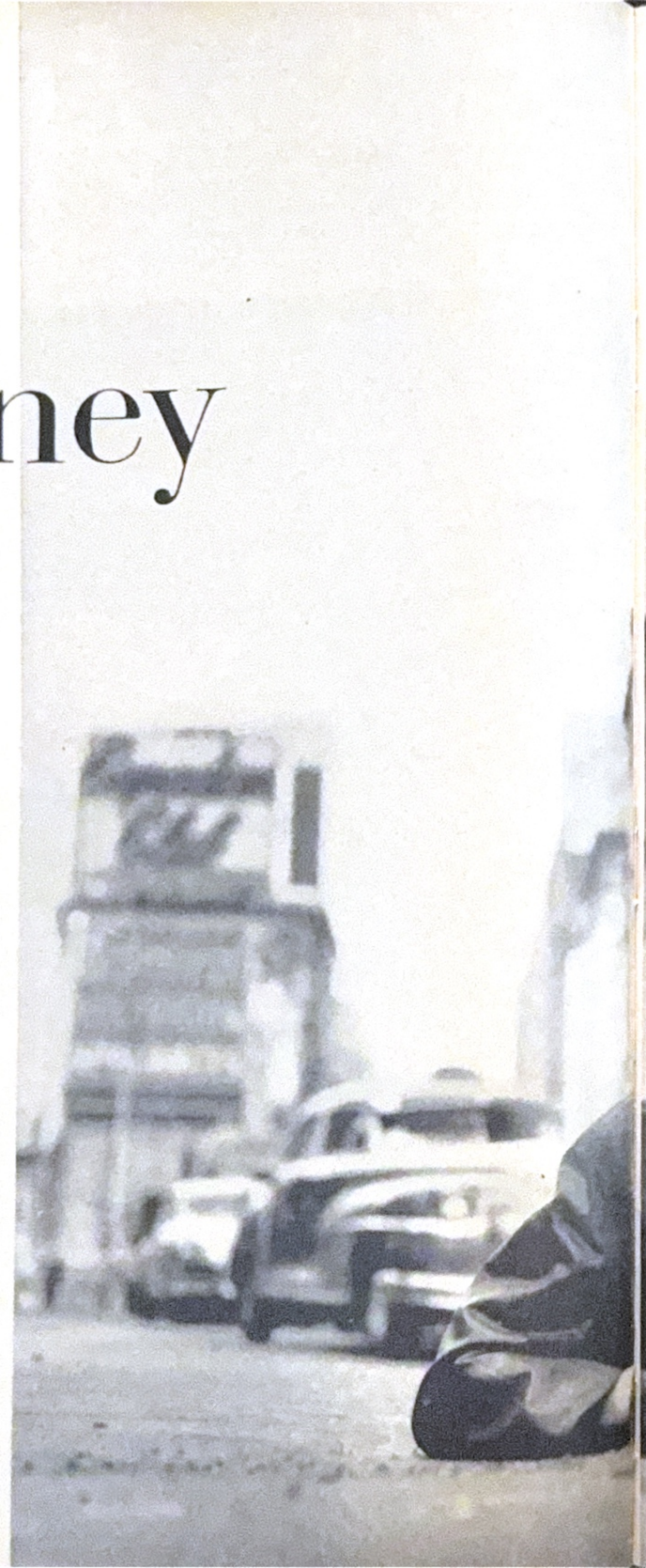
GLEASON'S PAL

Carney

Television's most successful stooge proves there are no small parts—only small actors

MOST COMEDIANS spend years working their way up. Art Carney's great comic creation, Ed Norton, has spent years working his way down. A genius when he isn't a jerk, Norton works in the sewer where "you just have to learn how to float." As "underground sanitation expert" Norton, on *The Jackie Gleason Show*, Saturday nights (CBS-TV), Carney has won his way into the homes and hearts of millions of television fans. The road to celebrity has been a hard one. Fresh from high school, Carney began his show-business apprenticeship doing impersonations in 1937 with Horace Heidt at $50 a week. Three and a half years later, he was on his own in a night-club act. He wasn't good at it, and it wasn't long before he applied for a job in Gimbel's basement. Then followed lean years until he got a break in a radio show called *Report to the Nation*, where he mimicked soldiers and statesmen. CBS took an option on his services and Carney was stooge to Milton Berle, Abe Burrows, Morey Amsterdam and, finally, Gleason on TV. In this fast company, Art made the great leap from stoogedom to stardom.

In *The Honeymooners*, handyman Carney tells Gleason and Audrey Meadows "the broken toaster's a case of electrolysis—cathode disconnected from anode."



Produced by DAVID ALDRICH

On the *Kraft Theatre* (NBC-TV) in *Burlesque*, sad clown Carney revealed his dramatic acting ability. A critic commented on "the talent of a natural comic with a face of pure rubber."

Art Carney in his Norton role evokes both sympathy and laughter. A sewage workers' union offered "to hold up the lid anytime" for Carney.

continued

The critic of weightiest influence with Art is 12-year-old daughter, Eileen, here poring over a script. Art finds that his family's ideas on TV are worth hearing.

The "sanitation expert" is a family man

The TV Nortons live a hectic life in an upstairs apartment in what Ed Norton knows is a good neighborhood ("I looked in garbage cans—nothing but artichokes!"). The Carneys live a quiet, suburban life in a 25-year-old, 8-room, timbered stucco house, in Yonkers, New York. Art, 36, is the youngest of six brothers. Jack, the eldest, co-produces *Arthur Godfrey's Talent Scouts*, Ned is a dentist, Bob runs the Larchmont Yacht Club, Phil is an entertainment director on Caribbean cruises and Fred directs TV plays for the *Kraft Theatre*. Art's high-school sweetheart and wife, Jean, specializes in home decoration. She has furnished their house with light pine furniture, early-American style. Their older children, Eileen and Brian, go to the neighborhood school. Baby Paul plays 33-speed records at 78 so they sound like Donald Duck. When Gleason wanted to move the TV show to Hollywood, Art refused to go because the kids' friends were all in Yonkers and "they come first." Someday, Art may do a TV show of his own but now he is loath to give up Norton, Sedgwick Van Gleason and the other characters that made him a star. Art is contented now because, though he is second banana on TV, he is the star at home—and, to him, that's what counts.

END

The family comes first in Art's life. He and his wife, Jean, listen while Brian, 9, plays a piano duet with his sister Eileen. Paul, 3, is an interested observer.

The boss in the Carney household is Paul, whose air of authority brooks no trifling. Some people may think Gleason is Carney's boss; Paul has other ideas.

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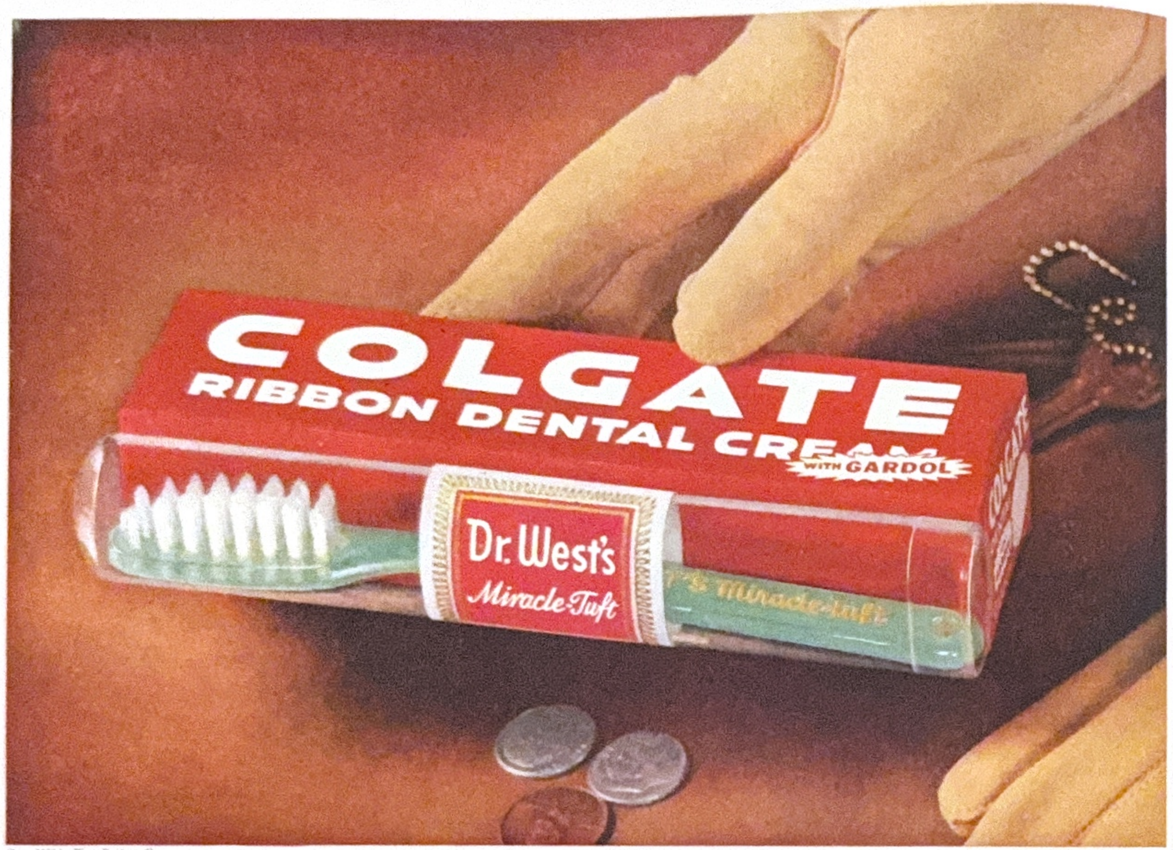

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Norman Vincent Peale

Answers Your Questions

Q ***I feel ashamed because I am now 14 years old, large for my age, and only in the seventh grade. How do you accept a situation like this and not be hurt when others tease you?***

Remember you are in adolescence, perhaps the most acutely self-conscious period of your life. Others, too, are "ashamed" because they are small or fat or thin. Your self-consciousness has doubtless tied you up mentally, and this could account for your being a little behind your age in school. But you are not too far behind; you can catch up. You must learn to accept yourself as you are, just as we all must. Stop stressing the minuses, and start accenting the pluses in yourself. Make a list of your assets, your good qualities. Then, you really will be encouraged. Be pleasant with the others. They will stop teasing you when they see you can take it.

Q ***After five years of marriage, I am in a very unhappy frame of mind, and would like to make a strong attempt to better the situation. I find myself losing admiration and respect for my husband. If I changed my outlook on the "ideal marriage," would our lives be happier?***

The way of a perfectionist is hard. Perhaps you are expecting too much of your husband. Instead of making "a strong attempt to better the situation," you might better practice relaxation of your apparent rigidity. There is such a thing as "overtrying." "Easy does it" sometimes does it better. Why not take your husband as he is and love him for his fine qualities, and be patient with his deficiencies? Be thankful for your blessings. By this method, you are likely to approximate more closely the "ideal marriage" which you desire.

Q ***Will you please tell me how I can overcome my fear of getting up in front of a group to speak? My voice shakes and my heart pounds, and it is almost impossible to talk.***

I sympathize with you, for I had precisely the same experience. But you can overcome your present reactions, and the best method to conquer them is to speak every time you get a chance. Your self-confidence will grow and your nervousness lessen with every speech. I must warn you, however, that probably you will always have a trace of tension. Indeed, I hope you will, for you cannot be a truly effective speaker without a deep respect for your audience and an emotional keying up before every appearance. Poise is gained by asking God to guide and support you when you speak.

Q ***My mother is disappointed because I do not feel it is necessary to make visits to the grave of my grandmother. I feel that enough honor is done to the dead by remembering all the good things they have taught us, and by practicing them within the limitations of our own time and talents. What is your attitude?***

You are quite right. It is proper, of course, to visit the grave of a loved one upon occasion and to see that the last resting place of the body is well maintained. Beyond that, it is evidence of abnormal grief to lay stress upon a grave. Your grandmother is not there. She departed from the body at death. "Why seek ye the living among the dead?"

Q ***Because my fiancé and I are deeply in love, we are finding it increasingly difficult to restrain our emotions. I very strongly disapprove of premarital relations; more so than my fiancé. We each have one year remaining of college to finish before we get married. We would greatly appreciate your advice.***

You are absolutely right in disapproving of premarital relations. Do not allow anything to overcome your conviction of right and wrong. It is your fiancé's responsibility to strengthen you in your highest ideals. He would be false both to you and to himself to persuade you into a relationship that is contrary to your (and his) moral and spiritual standards. There is one great truth we must all remember in times of temptation: Wrongdoing leads to undoing, and you never go wrong by doing right. Living by the right brings long-lasting joy and satisfaction. Pray for strength. You will get it. And avoid temptation by being with other young people more often. Enter into sports and social affairs, and keep busy in activities.

Q ***I have noticed in your answers that you stress the importance of being spiritually united. Please explain just what you mean when you say one's marriage should be on a spiritual basis.***

I mean a three-way partnership, including God, a husband and a wife. In all their problems, such a couple asks and receives insight and guidance from God, who also mediates in any misunderstanding or quarrel which may arise. While there may be honest differences, they are amicably settled. The atmosphere of the home is one of kindliness, consideration, politeness and faith. The personality of each is held in esteem, and marriage and parenthood are regarded as having their deepest meaning in the development of the personality and the soul. Such a home is built upon the words, "Except the Lord build the house, they labor in vain that build it."

Q ***I am a sophomore in college and have been dating the same girl for two years, although we attend different universities. We had planned to become engaged in the near future, but she will not give up dating other fellows at her university. I am beginning to believe it would not be wise to become engaged at this time. How would you analyze this situation?***

Your analysis seems right. The sophomore year is rather early to become engaged. This is especially true when you are in different universities and cannot be together regularly. Being engaged would leave the girl rather out of it socially in your absence. Apparently, she chafes under the restrictions you want to place on her. Her refusal to give up dating other fellows indicates she is not ready for engagement, which in its strict meaning is the beginning of the "forsake all others" promise of marriage. Better defer engagement until you are both completely sure.

Address your questions to:
Dr. Norman Vincent Peale, Look Magazine,
488 Madison Ave., New York 22, N. Y.

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Another article in LOOK's provocative series on the nature of man . . . KNOW YOURSELF

HOW MUCH DO WE KNOW ABOUT marriage?

Sex adjustment takes time, quarrels about money are inevitable. Success in marriage comes from a basic harmony in the total relationship.

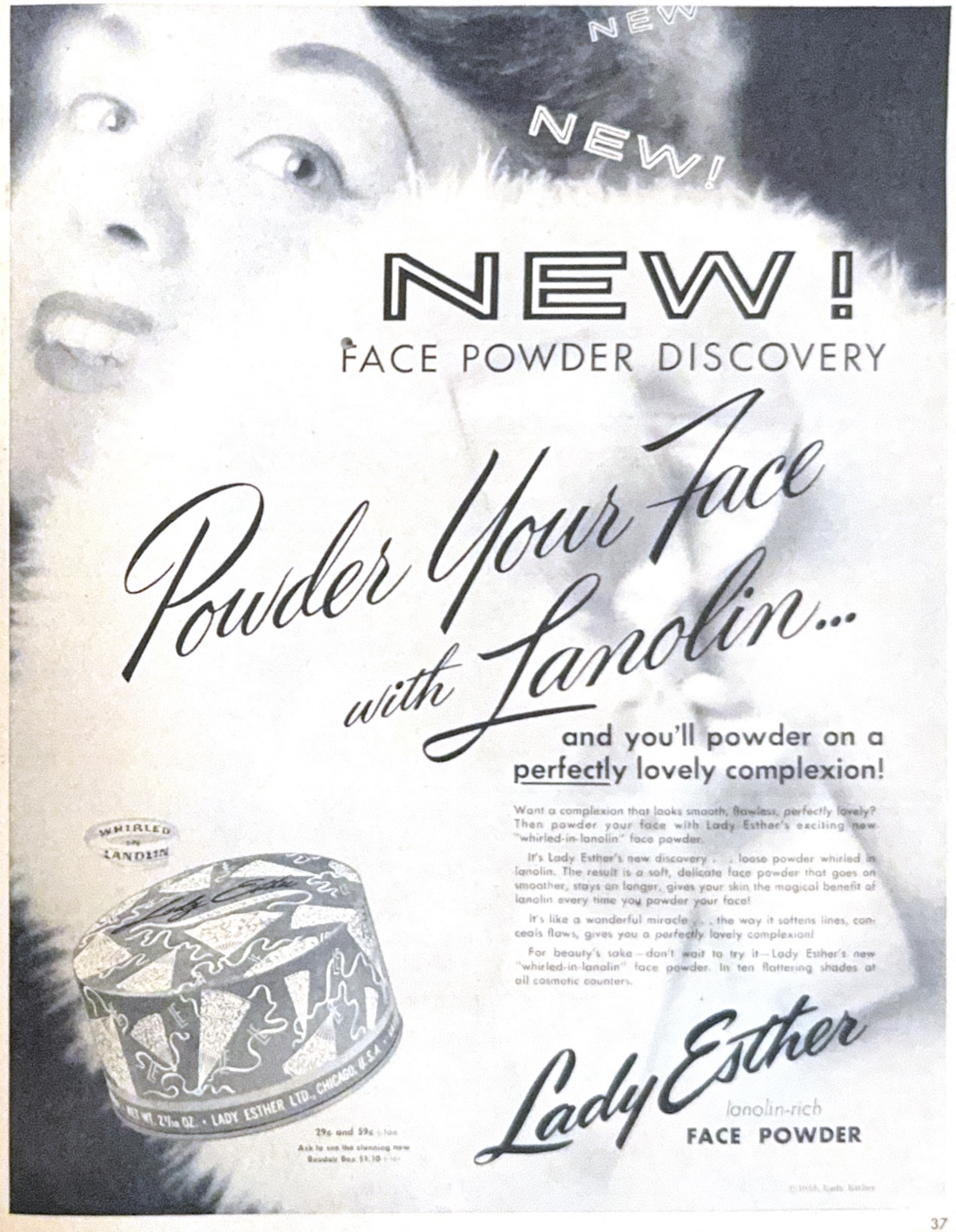
By ROBERT M. GOLDENSON, PH.D.

How many Americans marry each year?
More than three million. Marriage is the most popular institution in our country – over 92 per cent join it, about 13 per cent of these more than once. The main reasons behind the high marriage rate today? Greater prosperity, increased span of life, the continuing threat of war, growing recognition of the satisfactions of family life.

Where do people meet their mates?
The chances for meeting a mate vary widely. Nevada, for example, has had over twice as many single males as females. In general, prospects for women are best in the West, and in farm and industrial areas, which have a surplus of marriageable men.

Most college-educated couples meet in high school or college, in private homes or church activities. Noncollege-educated couples tend to meet in places of recreation, in business or while traveling. It is generally harder for young people to get acquainted in big cities than in small communities. Nevertheless, they

continued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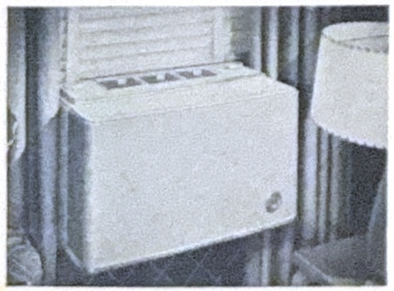

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Glamour counts in dating, not in mating

don't usually have to travel "to the ends of the earth." A survey of 5,000 married couples in Philadelphia showed that *a third found their mates within five blocks of home*; half of them found their mates within 20 blocks of home.

Is it true that "opposites attract"?
No. It's about time to explode this popular myth. Opposites may seem to attract, superficially, but resemblance is far more important than difference when it comes to meeting the deeper demands of marriage. The well-mated are generally well matched in values and ideals, religion, interests, social and economic background, general intelligence, attitude toward sex, desire for children. This does not mean that a husband and wife should be carbon copies of each other. Temperaments need not be alike if men and women are compatible.

How important are looks in the choice of a mate?
Less important than you might think. A study in eleven colleges has shown that glamour is more in demand for dating than for mating: 39 per cent of the men and 73 per cent of the women said they would be content to marry someone who was "decidedly not good-looking." They put far more emphasis on a long list of requirements that included dependability, emotional stability, pleasing disposition, love, good health, desire for home and children. And 98 per cent of the men said they would never marry a girl who had an unattractive personality–no matter how beautiful she was.

Do many people believe in "love at first sight"?
Yes, a surprisingly large number, according to a recent survey. Slightly more men than women believe in "love at first sight:" 39 per cent vs. 34 per cent.

Most authorities on human relations believe that the first thrill is not really love but infatuation. It may later ripen into love, in which case we can convince ourselves that it was love at first sight.

How important is the age of husband and wife in marital success?
Character counts far more than age. Extreme differences between a man and wife are hazardous, although one study indicated that ten years is not too much, and another that the wife might well be older than the husband. But convention dictates otherwise.

continued

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When you're hungry for tastier coffee, try Nescafé

A husband's worst gripe: a nagging wife

The average age of marriage today is about 23½ for men and 20½ for women. Americans marry earlier than do the people in most Western countries, often too early. All adjustments (sex, in-laws, friends, finances) take longer in youthful marriages, and the divorce rate for those who marry while under 20 is three times higher than among those who marry in the late twenties. It is six times higher than for those marrying in their thirties.

Are most marriages happy?
Yes. The amount of publicity given to divorces gives us a lopsided picture. Different research studies show that between 62 per cent and 85 per cent of married couples rate themselves happy or very happy. What is more, after an average of ten years of marriage, 83 per cent of husbands and 86 per cent of wives said they would choose the same mate again!

What are the major obstacles to good adjustment in marriage?
When a large group of happily married people were questioned by Dr. Judson T. Landis, most of them said that sex adjustment took longest to achieve; only 50 per cent rated it satisfactory from the start. Next in difficulty came spending the family income. After this came agreement on social activities, in-law relationships, religious interests and friends, in that order. About three quarters agreed on religion and friends from the beginning.

There is, however, one obstacle that, if present, is bound to lead to serious trouble—a basically unhappy personality in either husband or wife. Women who make the most unhappy wives have been found to be tense and moody, irritable and aggressive, and constantly trying to keep up with the Joneses. They have little interest in methodical work and welfare activities. The unhappy husbands are likewise moody, insecure and unmethodical. Further, they like to order others around, frequently gamble, spend money too freely and tend to be unconventional in morals and politics.

Are quarrels between husband and wife inevitable in marriage?
Practically. Expecting everything to be sweetness and light puts an impossible burden on a marriage. Occasional quarrels are actually healthy, for they relieve tension and help a husband and wife to know each other's minds. The causes of these differences? According to Prof. Lewis M. Terman's exhaustive study of 792 couples, wives complained most seriously when their husbands were selfish and inconsiderate, unsuccessful in business, untruthful, complaining, not affectionate and harsh with the children. Husbands put "nagging" first on their bill of complaints against wives, then listed, in order: not affectionate, selfish and inconsiderate, complaining, slovenly, quick-tempered, given to interfering with hobbies. It is worth noting that practically all these grievances are concerned with human relations, not with those involving money or physical problems.

How important is sex in marital adjustment?
Very important. This is shown in study after study. A revolution in our thinking about sex is taking place. Sex fulfillment is no longer considered the husband's prerogative, as it once was. It is part of a successful marriage for both partners.

Sex agreement frequently takes many months, even years, partly because sex adjustment involves much more than the physical; partly because the sex drive reaches its peak much earlier in men than in women (before 20 in men, after 30 in women, according to Dr. Alfred C. Kinsey). A full sex relationship depends on recognition of each other's needs and the total harmony of a couple's life together.

What causes poor sexual adjustment in marriage?
Misinformation; lack of sex education; haste and lack of expressed affection on the part of the husband; feelings of fear and aversion instilled in childhood; unfortunate premarital experience; the erroneous belief that good sex adjustment just "comes naturally" and does not require time and effort, patience and understanding. Extensive tests of marital happiness show no real connection, for either husband or wife, between success in marriage and sex experience before marriage. Among young people, premarital sex sometimes hinders later adjustment by creating tension and anxiety. Moreover, the thing that really counts is the individual relationship between a husband and wife, developed in the security of their marriage—not their sexual adjustment to someone else.

How much does money count in marriage?
Money is one of the most frequent grounds for complaint in marriage, but it is rarely the most serious. It is not "the root of all evil" but is often the focal point of other, deeper, frictions.

In general, the steadiness of income is more important than the amount. Men with regular jobs, for instance, have a better chance for a happy marriage than men who travel a lot or free-lance.

Today, wives are as important as husbands in the financial picture. Since they do about 80 per cent of the buying in America, home economists urge that girls, as well as men, make a thorough study of family finances in school or college, and that couples work out their own methods of managing money before marriage, with neither one in absolute control. Women who held jobs before marriage have a better-than-average chance for a successful marriage, since they have not only learned to deal with people but have a more realistic attitude toward money and the pressures of a job.

Do most couples have trouble with their in-laws?
Most married people say they do—but then they frequently "expect the worst" to begin with, or use their in-laws as convenient targets

continued

A successful marriage gets added strength from the appreciative sharing of its crises and its calms. Most U. S. marriages are happy ones, studies show. After 10 years of marriage, more than 8 out of 10 men and women say they would choose the same mate again; most rated their unions as "happy ones."

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SUPER-STICK

PATENTED

Now with **SUPER-STICK**

They stick better, protect better.

Won't loosen in water.

Children who are wanted are the joy and cement of a happy marriage

Children share in the changing concepts of the roles of men and women in marriage. Today, more American families take their recreation and do their work together. In the new social pattern, emphasis is on co-operation.

to blame for other problems. In a recent investigation of over 5,000 married people, 2,000 different complaints against in-laws were listed, with two appearing most frequently: "interfering" and "dominating." The mothers-in-law got the worst of it; they were called "meddlesome, possessive, nagging." But a substantial number of wives and husbands expressed appreciation of their mothers-in-laws' interest and help. Many youthful couples "ask for trouble" from their in-laws because of immaturity and dependence.

In many cases, it is the parents who do the clinging, since they have not developed independent interests of their own. Today, marriage counselors rarely find the "in-law problem" insuperable. They generally recommend that the two generations do not live together, if possible; and they believe that a satisfactory relationship can be reached through objective discussion and common consideration.

What influence do children have on the average marriage?
Couples who agree on loving and wanting children are usually much happier than those who do not. People who do not want any children generally make poor marital risks. Those who have children without wanting them are still poorer risks. About 60 per cent of couples who get divorced do not have children.

Nevertheless, marriage counselors do not advise having a child as a means of repairing a shaky marriage. Even among those who love children, some disagreements on child rearing are bound to occur. The most frequent are these: Husbands complain that their wives neglect them and pamper the baby; wives say their husbands are too strict and do not help in the daily care of the children; each complains that the other undermines his authority. With growing maturity and experience, however, a husband and wife can generally arrive at compromise and unity.

Can anything be done for childless couples who want children?
Today, there is new hope for over 30 per cent of childless couples. Recent developments have focused attention on two factors: 1) In at least a third of the cases, infertility is due entirely or partly to the husband; 2) emotional tension and anxiety can be contributing causes. Remedies include the clearing up of local infections, improvement of general health, removal of any barrier to the meeting of sperm and egg, determination of the exact time of ovulation, other organic therapy and, in some cases, psychiatric counsel.

How much does religion mean in successful marriages?
A good deal. There are three times as many breakups among those who do not belong to any church as among those who attend services regularly. Moreover, church marriages have a better record than civil marriages. Agreement on the expression of religion is also important, as shown by research. Where it was excellent, twice as many married couples rated themselves "very happy," as compared with those who agreed only fairly or poorly on religion.

Interfaith marriages have a particularly poor record, especially among the immature. But it is a striking fact that even more marriages fail where there is no religion than where husbands and wives are religious but belong to different faiths.

Religious activity is a powerful cohesive force where there are children. "The family that prays together stays together." Most important, religion fosters the kind of values that make for a harmonious marriage and home: a sense of perspective, inner security, self-discipline, respect for others, devotion to higher things.

Can people be educated for marriage?
Definitely yes. Years of research have yielded a large body of knowledge, of which the above answers are a broad sampling. Our educational institutions are recognizing the value of frank and full discussion of the concrete problems of married life, problems that until recently have been marked "strictly personal." As a result, the most rapidly growing courses in high school and college are those on marriage and family life.

Does this new education help? A study made at Pennsylvania State College has shown that students who take family courses and receive premarital counseling feel more confident about their choice of a mate, seem to have a far-higher-than-average chance for happiness in marriage. Moreover, it is now possible to re-educate people during marriage, as well as to prepare them for it.

Marriage counseling by trained and qualified physicians, psychiatrists, clergymen, social workers and psychologists is being recognized. More and more people feel free to go to these counselors for ailing marriages, and a satisfactory outcome is reached in an estimated two thirds of the cases.

In the next issue: *Why is there so much juvenile delinquency? What physical changes affect adolescent behavior? How can parents help the adolescent when he is "at war with time"? Dr. Peter Blos, noted psychologist and lecturer, answers* What Do We Know About Adolescence? *in the sixth article of LOOK's rewarding series on the nature of man.*

No one has ever discovered a faster, safer and more effective pain relieving agent than

STRAIGHT ASPIRIN

Day After Day Millions Use Straight Aspirin Without Stomach Upset!

Next time you hear or read about pain relieving products which make such *claims* as "better than aspirin", "faster than aspirin", "more effective than aspirin"—and which, incidentally, cost you substantially more—keep these *facts* in mind.

1 Aspirin is far and away the most widely used pain reliever in the entire world.

2 Bayer Aspirin's record of use by millions of people—without upsetting the stomach—is unmatched by any other pain reliever.

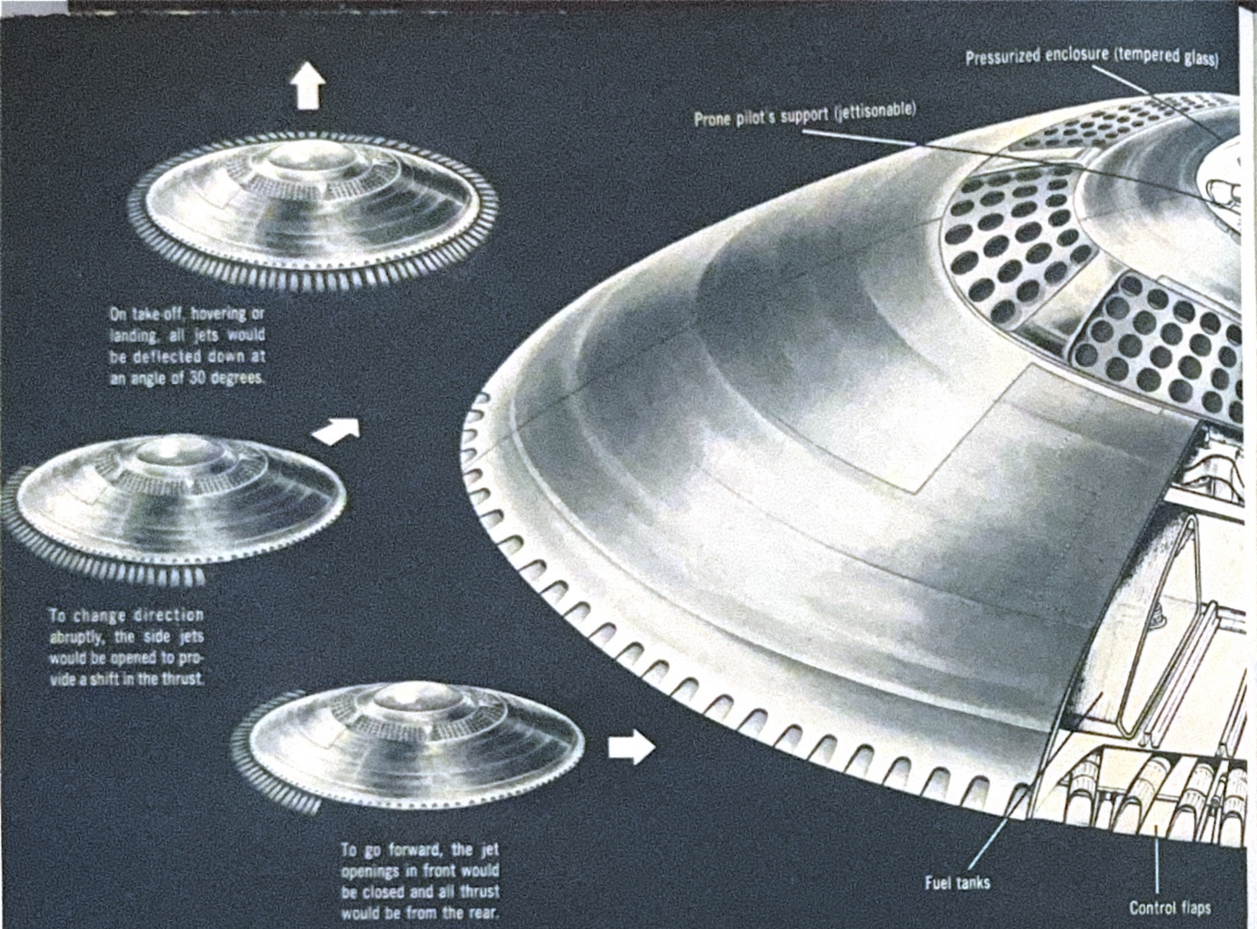
3 Aspirin is, as stated by highest medical authorities, probably the safest and most efficient of the pain-relieving drugs!

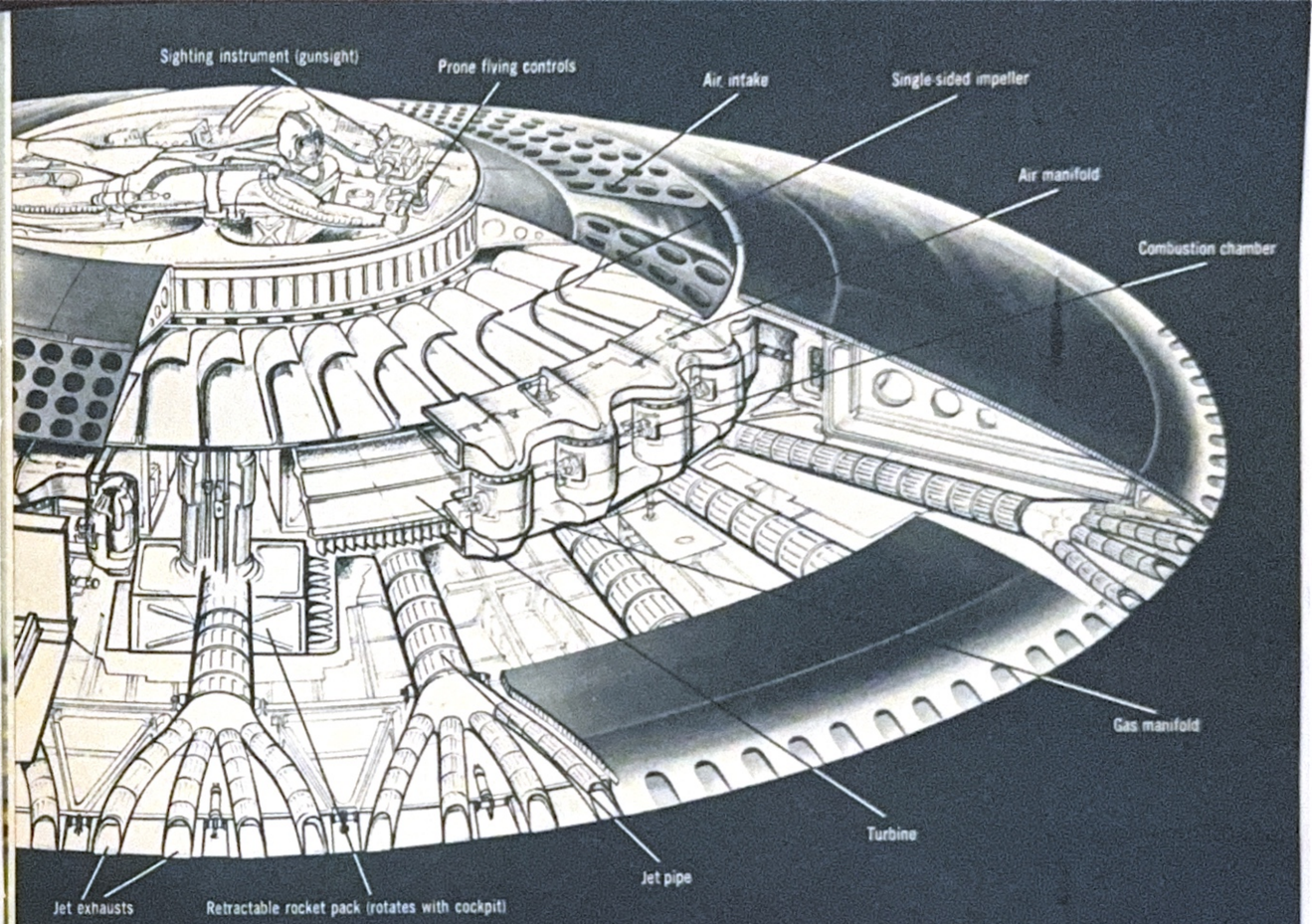
4 Aspirin is so *gentle* that doctors prescribe it even for small children.

So next time you have a headache, neuralgia or muscular aches and pains, take Bayer Aspirin—the sure, effective and time-tested pain reliever—the *best* aspirin the world has ever known.

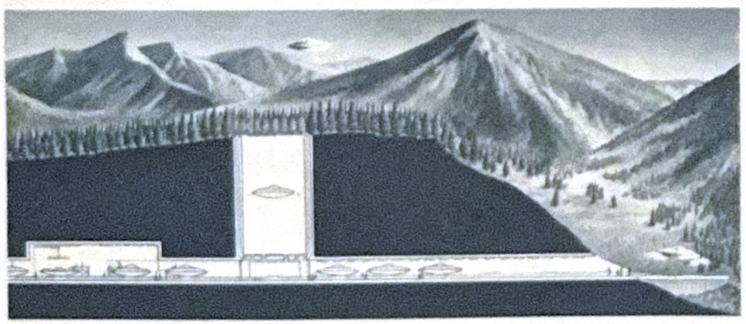
Why Bayer Aspirin Acts so Fast

Bayer Aspirin—which is *straight* aspirin, with no antacids added—is being absorbed through your stomach *wall*—right to your pain—from the instant the tablet starts disintegrating in your stomach. Medical authorities have found that the addition of certain antacids to aspirin can actually *slow down* absorption of the pain reliever through the stomach wall. Bayer Aspirin starts to disintegrate instantly—and heads right for the root of your pain.


On take-off, hovering or landing, all jets would be deflected down at an angle of 30 degrees.
To change direction abruptly, the side jets would be opened to provide a shift in the thrust.
To go forward, the jet openings in front would be closed and all thrust would be from the rear.
Pressurized enclosure (tempered glass)
Prone pilot's support (jettisonable)
Fuel tanks
Control flaps



This design study for a flying-saucer fighter was prepared for LOOK by Thomas Turner, a 30-year-old British aeronautical engineer now employed by Republic Aviation Corp. A Canadian saucer project that may resemble it in some details has long been rumored. Turner points out that the design could be arrived at independently and is only one of several possible approaches to the construction of saucer craft.



Future airports built for vertically rising flying saucers would have no need of the long, vulnerable runways today's fighters require. The complete operation could go underground. Tunnels with take-off shafts set into the ground, complete with maintenance bays, fuel and crew quarters, would be bombproof shelters for a saucer squadron. The shafts would be sealed after take-off for camouflage and protection.

Is this the real

FLYING SAUCER?

This revolutionary design study envisions a craft that will outrun and outmaneuver present jets and eliminate vulnerable runways needed by our air guardians

DESPITE HUNDREDS OF "eyewitness" accounts of flying saucers, none has been captured and no government has come forward to take credit (or blame) for their reported aerial shenanigans. So, barring the possibility that the saucers are from other planets (a theory ardently supported by science-fiction fans), it seems reasonable to conclude that "there ain't no such animal."

But persistent and fairly credible rumors recur that a Canadian aircraft manufacturer, A. V. Roe, Canada, Ltd., has had a saucer design under development for two years. One report has it that the project was abandoned by the Canadian government because it would cost over $75 million to get a prototype flying model into the air. The A. V. Roe people maintain a confusing silence about the whole thing. They can't deny the project has been abandoned because they never announced it had begun. Our own Air Force offers "no comment."

At a recent meeting of engineers, it was indicated that, while flying saucer or sphere projects may still be purely hypothetical, new air-defense problems are setting up requirements for aircraft performance that would seem to be most ideally met by a saucer craft such as is illustrated above.

One problem, recently stated by Brig. Gen. Benjamin Kelsey, deputy director of research and development of the Air Force, is this: "Airplanes today spend too much time gathering speed on the ground and not enough flying in the air." Today's fighters, he pointed out, need extremely long runways and there are few in existence that are now long enough. These few, and the concentration of planes using them, provide a worth-while target for an A-bomb. With a single blow, the enemy might cripple a substantial portion of our air defense.

Planes that could take off vertically would not need long runways, which cost millions of dollars. They could be dispersed widely and safely. In this country, four vertical-rising aircraft already have been revealed. All but one, however, are modifications of conventional plane designs. None yet approaches the performance a true saucer might be capable of.

What are the requirements of an ideal defense fighter? 1) Ability to take off and land vertically; 2) high speed of over Mach. 2. (more than 1500 mph); 3) high rate of climb; 4) excellent maneuverability; 5) heavy armament; 6) ability to operate at 60,000 feet.

These sketches indicate a highly educated guess of what a flying saucer to fulfill these requirements would look like. It provides for a one-man crew, housed in a glass bubble that would provide excellent visibility. The prone position of the pilot not only allows improved streamlining but also enables the pilot to withstand high accelerations and quick turns. The design contemplates use of cannon, rockets or guided missiles. Exact armament would depend on the mission. The target would be sighted by radar, and actual firing would be computed and accomplished electronically, as in several interceptors now in operation.

continued

Nothing so good...

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for good company!

Hey, Mabel-
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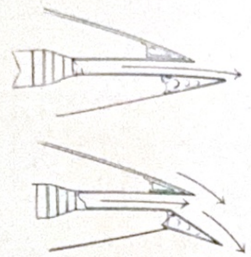
THE BEST BREWS IN THE WORLD COME FROM CARLING'S



Close-up of one of the many jet exhaust ports around the saucer's circumference shows how lift is achieved. When the lower flap is deflected, the jet blast is diverted downward. Air above the saucer then flows down with the jet stream. This reduces pressure on the top surface and the pressure difference between the upper and lower surfaces causes the saucer to rise. Deflected jets provide additional lift.

Saucer's many-fingered jet pipes provide lift and directional control for the craft

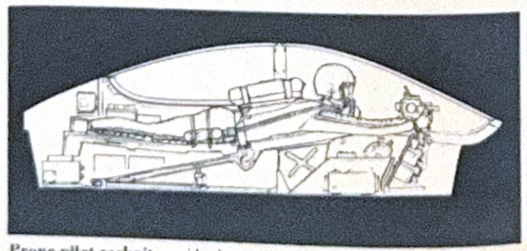
Power unit is key to design. The whole success of the saucer design depends on the unusual engine. The sketched design is remarkably similar to a conventional jet engine but is many times larger. It consists of a set of combustion chambers and a large turbine. These produce blasts of propulsive air around the circumference of the saucer. Air entering the intakes around the pilot's cockpit is deflected to the engine. This pressurized air is swept up by the impeller, with a subsequent rise in pressure and temperature. Next, the air goes to the combustion chamber, where fuel is added and ignited and a propulsive gas is formed. The hot gases rush through the turbine blades, in the process turning the impeller wheel. The gas then expands and exhausts at high velocity through the many-fingered jet pipes. The large turbine acts as a stabilizing gyroscope keeping the plane level even when it is hovering.

Design is structurally strong. The saucer shape lends itself to engineering for strength much more readily than a conventional aircraft does, with its long fuselage, thin wings and troublesome tail unit. The simple saucer shape makes structural rigidity much less of a problem. New materials will also come into the picture. Titanium, for example, is 60 per cent heavier than aluminum but with qualities of steel and is not as vulnerable to temperature effects as the light alloys now used in supersonic planes.

Landing problems are simple. In contrast to present vertical take-off designs, the saucer need not make a touchy stall-type landing. It is already in the correct flight attitude for landing and only the forward jets need be switched on and all jets deflected downward to provide the necessary lift to hover and land.

This description is brief and highly simplified. Military security and rapidly changing defense problems not only cloud many details of a project like this but also obscure whether anything comparable actually exists. But based on the current requirements of our defense effort and the demonstrated abilities of our designers, an educated guess is that a flying saucer much like this one may well be flying within the next few years.

END



Prone-pilot cockpit provides better streamlining than conventional seat arrangement. To bail out in an emergency, pilot releases canopy, ejects seat bed. Lack of tail structure on saucer would cut risk to a pilot during bail-out.

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New Fly-Charmer Kills Pests Fast; No Effort, No Odor

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Big pint bottle, Only **69¢**

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"Sports Duo" Watches, Specially-priced! With separate bands for wrist and belt. Shock-resistant, anti-magnetic. Now..... **$6.88**

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New Formula is Safe, Easy to Apply, Less Irritating

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YOU WANT PLENTY OF PEP FOR FUN AND PLAY—IN SUMMER MORE THAN EVER

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36-day supply Only **$2.59**

Summer heat and activities make extra demands on your energy. That's why you may need Super Plenamins now more than ever—to supplement your diet, restore your lost vitality. One tablet daily supplies more than your minimum requirement of *all* vitamins with known minimums—plus other important vitamins and 12 valuable minerals. Get yours today!

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Rexall's famous amber-color mouthwash, breath-deodorant, gargle and multi-purpose antiseptic. Instantly kills contacted germs when used full strength.

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Rexall's famous Eyelo eyewash bathes away dust, soothes eyes irritated by sun, wind, smog, reading or watching TV. Enjoy a refreshing, soothing Eyelo eye bath several times a day. Get two bottles—one to carry; one for home. Free unbreakable plastic eye cup. Big ½-pint Eyelo, only.....69¢

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Photographed by MILTON H. GREENE

從東方改變過來的

TRANSLATIONS FROM THE ORIENT

Since the war, American life has been increasingly influenced by the Orient. Once, the Victorian parlor proudly displayed its Chinese vases, Indian shawls, Japanese scrolls—exotic touches serving no useful function. Today, the Far East invades daily life—from the housewives' queue at the supermarket's oriental-food counter to the avant-garde circle, which adds a pinch of Zen Buddhism to its talk. The modern architect borrows heavily from Japanese houses; the decorator combines Eastern mats, screens, lacquer, brocades and silks with functional Western accessories. And most pronounced of all is the oriental accent in clothing. Manufactured in the Orient itself, or made in the U. S. of imported fabrics, Far Eastern dresses, coats and suits are a growing summer fashion. The oriental silhouette may well be the dominant influence on the streamlined American wardrobe, this fall.

Despite her black mandarin banker's coat, Marilyn Monroe, posing for her first fashion picture, cannot change her all-American look. The coat, by Dynasty, was made in Hong Kong.

With her dark eyes and eyebrows, Mrs. Raymond Loewy easily fits into her role of an Eastern woman of mystery . . . Photographed in her home, orientally decorated by her industrial-designer husband, she wears a Traina-Norell sari skirt and stole in Indian silk, woven with gold thread. Both this and Marilyn's coat were made for Lord & Taylor.

continued

GOODNESS! Who wouldn't grab, when it's Broxies! Nuts and cremes, crunches, raisins and marmalades . . . 8 different centers, covered with real chocolate and then sugar-coated

Brach's

A GREAT NAME IN CANDY

Motifs from the Far East . . .

Actress Jayne Meadows and dancer Sono Osato listen to contemporary composer Shinichi Yuize play the koto. Jayne, above with her husband, TV star Steve Allen, wears a side-slit dress made from two authentic mandarin panels. She intended to hang them, but liked them so much, she wears them instead. . . . Sono, the child of an East-West marriage (a Japanese father, an Anglo-Irish mother), is a living example of the blending of two cultures. Her dress, silk chiffon printed with roses, is a Philip Hulitar adaptation of the traditional Japanese sheath, its original obi transformed into a high cummerbund with trailing panels.

Home of decorator William Pahlmann, above and below

with a Persian accent

Strikingan Eastern pose before a Japanese porcelain plaque, model Katherine Cassidy is orientally styled from top to toe . . . from her "Butterfly" hairdo by Michel of Helena Rubinstein to her David Evins thonged sandal. Her one-piece slack suit by Emilio of Capri, in Crompton velveteen, is topped by a sleeveless tunic based on the traditional Persian coat–the *kamarchin*. But she is oriental in inspiration only. Everything about her has been adapted to suit practical Western living.

Décor by Beverly Raitz for Mrs. Harry Arnhold

END

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says MRS. MARIO BRAGGIOTTI, *socialite* of New York and Southampton

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VIA BUS	84 HRS. STRAIGHT THROUGH WITHOUT A STOPOVER	Fare . . . . $56.70 Meals . . . 30.00 Tips . . . . . 5.00 Pillows . . . 3.00 TOTAL $94.70	$94.70

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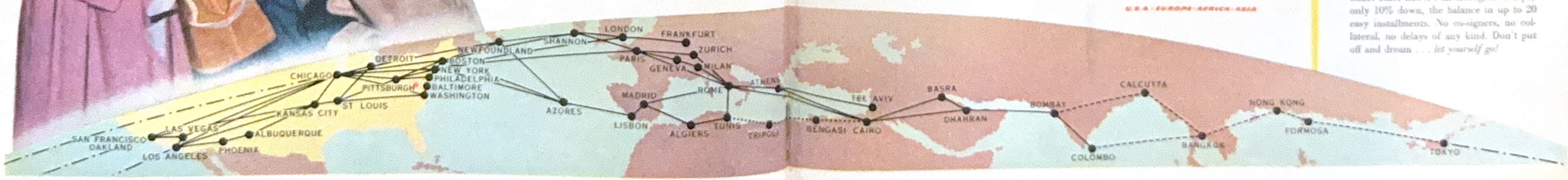

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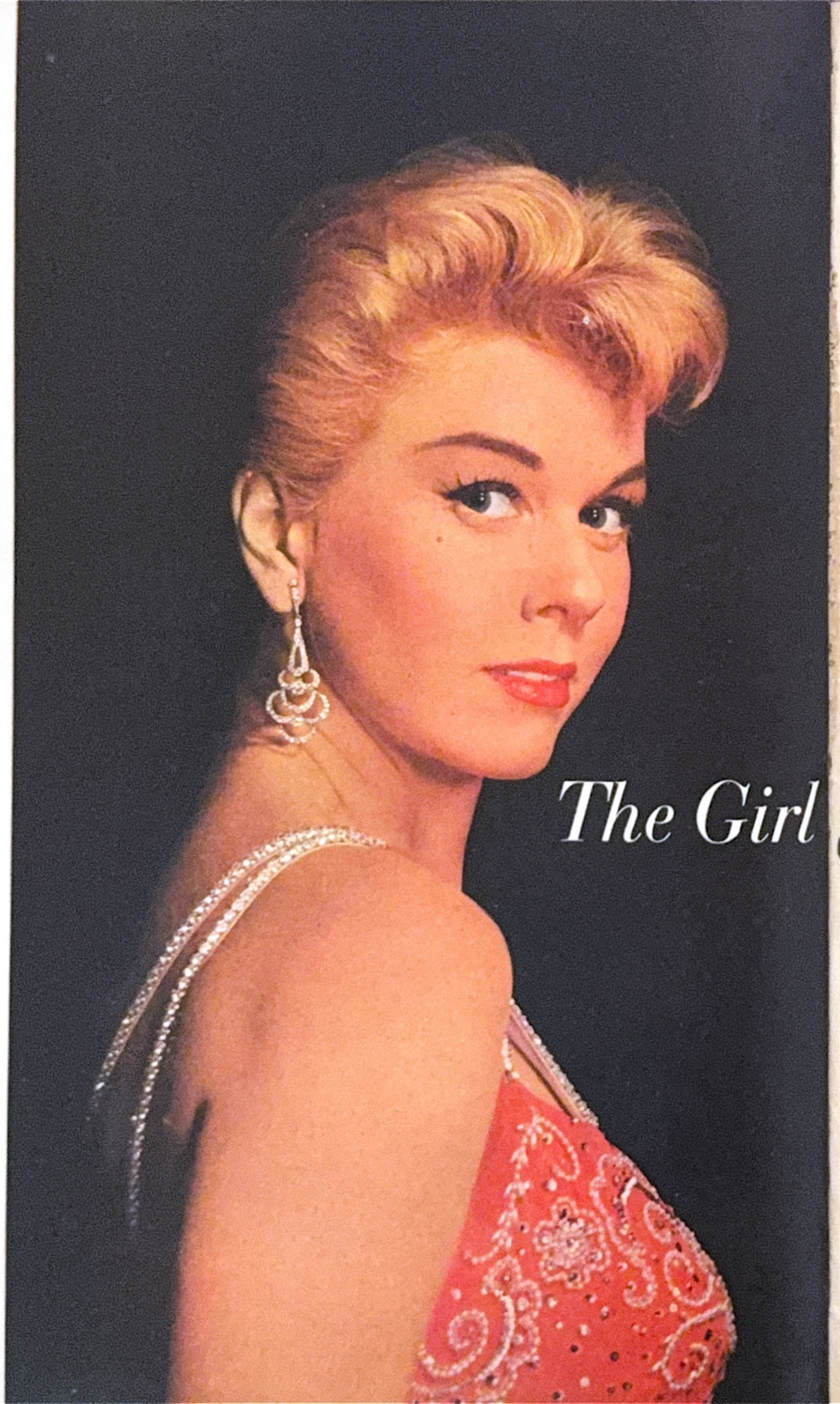
MOVIE
REVIEW

Torch singer Ruth Etting (above), played by Doris Day (right), was married to a Chicago gangster—the "Gimp"—who made her life miserable by his jealousy. After a divorce, he shot the man who was to become her second husband.



The Girl and the "GIMP"

"I own you—that's right!" The "Gimp" (James Cagney) gets Ruth jobs in radio, *The Follies* and movies but ruins her success by pushing her around.

A true story of a singer and a gangster makes a fine film

Love Me or Leave Me is based on the life of a singer of the 1920s, Ruth Etting. This MGM film tells a seamy story of her marriage to a racketeer, Martin (the "Gimp") Snyder, and the real names of both are used. The "Gimp" is shown promoting Ruth's career by strong-arm tactics, forcing her into marriage and driving her to alcoholic despair. Their relationship is dramatized with such explosive realism that audiences are never sure how the picture will end—a novelty for biographical movies. Under director Charles Vidor, Doris Day and James Cagney give dazzling performances as the mismated pair.

Gay Twenties, with clip joints and *The Follies*, are the background of Etting's song hits.

"I'll kill you if I ever catch you hanging around her!": The "Gimp" bursts into the house of a musician friend (Cameron Mitchell), looking for runaway Ruth. All three participants in this show-business tragedy are still living.

THE REV. REUBEN YOUNGDAHL

He built the biggest Lutheran Church in America

EVEN in Minnesota, where strapping Scandinavians come plentiful as Minnesota wheat, they call them the fabulous Youngdahls. There were 10 all told, sons and daughters of a strict, God-fearing Swedish immigrant, John Youngdahl, and his wife Elizabeth. On the modest income from a grocery store, and by doing without vacations for 42 years, the Youngdahls put seven of their brood through college. One son, Luther, grew up to be three-times governor of Minnesota and a Federal judge; another, Benjamin, is dean of social work at Washington University, St. Louis, Mo.; a daughter, Ruth, wife of the Rev. Clarence Nelson, was 1954 Mother of the Year in the District of Columbia; Carl was dean of music at Augustana College, Sioux Falls, S. D.; Oscar, a GOP congressman. But the family's proudest moment came when Reuben, the youngest, was ordained a minister in the Augustana Lutheran Synod.

Now 44, he has built the Mt. Olivet Lutheran Church in Minneapolis from an ailing, debt-ridden parish of 285 to the biggest Lutheran congregation in America. At last count, there were 8,500 baptized members; 2,700 Sunday-school children, led by 225 teachers; a $300,000 annual budget; a staff of 20, including three assistant pastors; a summer camp, Cathedral of the Pines, 260 miles north in the

continued

New youth center bubbles with activity seven days weekly. It was dedicated in '54. The same year, Mt. Olivet built a primary school in Africa. Here the pastor joins a seventh-grader party. Game object: Chew bread, then whistle.

Sunburned from second trip to Israel, he looks more tycoon than cleric. He brought back Israeli oranges as samples for produce men, then set up grain shipment to Arab refugees. Diamond is a memento from his South Africa trip.

Produced by LAURA BERGQUIST • Photographed by FRANK BAUMAN

What keeps him going? Faith, fabulous energy, plenty of "Swedish gasoline."

Soaring Gothic lines of the $750,000 church can't be mistaken for those of theater or country club. It ministers to families in a thriving suburban area.

Minnesota woods, where 800 children and adults worship and play each summer. The church's sixteen clubs, exclusive of athletic groups, include a Men's Garden Club and a Challenge Club, for single persons, be they divorced, widowed or just "God's unclaimed blessings."

Everything at Mt. Olivet has Paul Bunyan proportions, including Pastor Youngdahl. He is a handsome six-footer of restless, explosive energy, a four-letter man at Gustavus Adolphus College and former state basketball star, who operates on one lung and 30 to 40 cups of coffee daily. ("It's Swedish gasoline," he says.) He began raising $55,000 for the *first* new Mt. Olivet—two have been built in a decade—while flat on his back with TB. Ordinary office channels are insufficient to sluice off all his energy. His car is equipped with a phone for emergency calls, a tape recorder for composing sermons and books (his total: three devotional best sellers) and a perking coffee pot.

Even with two new wings and a new church school and youth center, Mt. Olivet is bursting its seams. It holds four services on Sunday, eight on Easter, 20 communions on Ash Wednesday—and the pastor preaches at them all. His style is simple, anecdotal, hewing closely to the Gospel; his voice is deep, reassuring and mellifluous. "He knows there's a hell and says so," says one parishioner, "and he knows there's an alternative to hell and proclaims that too." "Every Sunday after church," says another parishioner, an ex-alcoholic, "I want to start over, do more, be better. He didn't harangue me to stop drinking. He put the responsibility squarely up to me, and then kept me so busy in church work, I had no time for it." As 1,500 people stream out after each service, Youngdahl greets them all at the door; a secretary at his elbow takes notes on sick calls to be made, baptisms to be arranged, appointments set for private counseling. His members, who range from a vice-president of General Mills to a soybean farmer who lives 30 miles distant, address him affectionately as Reverend, Pastor, Doc, Boss, Doctor, Rev or plain "Rube." Recently "Rube," who was playing baseball with his confirmation youngsters near the church, hit a homer, then loped into the sanctuary just in time to don robes, become "Reverend" and preside at a wedding.

He hatches ideas for Christian service that would astound a previous generation of Swedish Lutherans. When, for example, he learned that fewer than a third of the inmates at Sandstone State Mental Hospital got as much as a card at Christmas, he lined up 1,200 Minnesotans in a "Friend for Every Patient" program. They each

continued

Prisoner, not a church member, requested Youngdahl's visit—as many do. A large parish, says the pastor, readily absorbs people with problems.

Despite storm warnings, 600 members of Men's Club turn out for his fresh report on Israel. Yearly, the club holds a Sportsmen's Dinner and Youngdahl, in referee garb, awards a college scholarship to city boy of any creed who's foremost in grades, athletics, churchgoing.

These blind children are learning to live in a sightless world at the Minneapolis Society for the Blind, a prime Youngdahl interest for 15 years. His church teenagers read to the adult blind.

Mt. Olivet is big, yes, but it happily keeps a friendly small-church spirit

befriend one patient, with letters, presents, visits. Busloads of patients arrive at Mt. Olivet from time to time for Sunday service, followed by smörgåsbord. "It's one of the most inspired ideas I've heard of," said one psychiatrist, "for bringing people—often treated as pariahs—back into normal life." As first chairman of the Minneapolis Mayor's Council on Human Relations, Youngdahl gets a large share of the credit from city minority groups for breaking down race and color bars in restaurants, hotels and department stores. To one parishioner who objected strongly when a Chinese and Negro joined the church, he said: "What are you going to do when you get to heaven and have to mingle with all those colored folks?"

His thinking on social problems, he says, has been deeply influenced by the work of his crusading brother Lute in reforming Minnesota mental hospitals and by that of his sociologist brother Ben, who won national prominence by opening up Washington University graduate school of social work to Negroes. In the past six years, Rube has been a traveling emissary from Mt. Olivet to the world, girdling the globe twice, in casual little junkets of 40,000 miles, dropping in on such notables as Nehru, Ridgway, Pope Pius, the Aga Khan, Ben Gurion. In faraway Tanganyika, East Africa, where Mt. Olivet supports a missionary, there's planted a new $1,200 primary school, built with a free-will offering from the home parish. In his spare time, Youngdahl conducts a morning radio devotional on KEYD and a weekly TV show on WCCO.

"Why should a good Swede like you be involved in all this?" asked one critic about his passionate concern with minority groups and with the new nation of Israel. "I am a child of privilege," replied Pastor Youngdahl, "and I cannot live at peace with myself unless I fight for the rights of others too."

End

Once, he personally visited homes of members every year (some days he made 70 calls). Now, a committee of 300 does calling; he invites members to small *kaffekalas* in his home. Mrs. Youngdahl brewed coffee for 4,000 in '54.

Family portrait: with wife Ruth, sons Paul, 17, who will study for ministry, Stephen, 9, daughter Susan, 11. Three cousins will also be pastors.

A minister must be many people: teacher, evangelist, social worker, community leader, diplomat, executive—and father.

Father's Day is June 19

Wallet and Key Case
Cowhide wallet features add-a-card lock. In Mahogany. The Set $5.00*

"Carlton" Belt
Premium cowhide. Charcoal gray, charcoal brown . . . $3.50

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Highly polished golden or silvery finish. Cuff Links $2.50* Tie Bar $2.50* Set $5.00*

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Gives and takes with your every move

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Luxury cowhide with patented add-a-card lock. Mahogany, luggage brown . . . $5.00*

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Farm foods in City-slicker ways

dairy cooking

1 two easy dips

Low calorie: Top 1 cup cottage cheese with ½ cup red caviar. *Zesty:* Stir 1 envelope dry onion-soup mix, 1 cup sour cream.

2 chilled cucumber soup

Combine in pan: 1 sliced onion, 2 peeled, sliced cucumbers, 1 teaspoon salt, dash pepper, 3 bouillon cubes, 3 cups water. Boil until tender. Sieve. Chill. Beat in 1 cup sour cream, ¼ cup chopped cucumber. Serve cold.

3 frank sauce

Try this on hot dogs: 1 cup sour cream, 2 tablespoons mustard; heat gently.

4 meat balls Stroganoff

Make 1-inch meat balls, roll in paprika, brown with onion, mushrooms. Stir in ½ cup sour cream for a quick, rich smooth sauce.

5 classic salad

Crisp radish, cucumber, tomatoes, greens—serve with cottage cheese, sour cream.

6 vegetable sauce

Beat 1 cup sour cream, ¼ cup mayonnaise, 2 tablespoons vegetable liquor; heat gently.

7 man's omelet

For each omelet: 2 eggs, salt, pepper, 2 tablespoons buttermilk. Beat, cook. Fill with cottage cheese, top with hot chile con carne.

8 tart freeze

Beat 2 three-ounce packages cream cheese, ⅔ cup sugar, 1 pint sour cream, 1 tablespoon vanilla. Chill in ice-cube tray ½ hour. Beat again. Freeze. For easy cheese cake: Line cube tray with graham cracker crumbs, pour in cheese mix, freeze.

9 dessert platter

Green grapes, berries, banana—sour cream.

At Walker-Gordon research barn, Florentine Craftsman's modern iron table; white and black dishes from Bonniers, Westmoreland.

The farmer's wife is learning some new tricks with dairy foods . . . learning them from city folk. Comes June—the peak milk-production month for cows—Americans traditionally dig into farm-rich dairy foods: pitchers brimful of milk to appease a summer thirst; heavy sweet cream to pour on ripe, juicy berries or paddle in frosty buckets until it thickens into ice cream; velvety butter to melt over garden vegetables. Today, these rich old favorites are coupled with dairy foods originally processed for city use. Millions of families are regular users of nonfat instant milks little known ten years ago; there is a marked swing toward cottage cheese, the "leanest" of cheeses; America is developing a taste for tangy dairy flavors. Buttermilk and commercial sour cream make a hit in dressings—and sour cream is the simple, flavorful new substitute for cream sauce.

The "lean" dairy whites—skim milk, lighter sweet cream, cottage cheese—are low in butterfat content and appeal to weight-conscious Americans. Sour cream is made of light cream, although it has the rich smoothness of heaviest cream. One tablespoon of sour cream or light cream has about 30 calories, as against 50 for heavy cream. Similarly, cottage cheese (2/5 of all cheese produced in the United States, and the most-used of all cheeses on the West Coast) has a fraction of the calories of classic American cheese. Even ice cream, so popular that production is doubled every 10 years, has taken hold in a lighter version, and frozen desserts made with low-fat dairy products are sold on many roadsides. Farmers are keeping up with the current demand for low-fat dairy products: the black-and-white Holsteins shown opposite at one of the country's largest dairy farms, Walker-Gordon in New Jersey, are becoming increasingly important because they produce large quantities of lean milk.

Cooks applaud summer's dairy dishes because they are ready to serve with little work. Cottage cheese plus caviar makes a low-calorie (and easy) cocktail spread; a television star has America dipping into sour cream stirred with dry onion-soup mix. In farm or city, there are no dishes more refreshing than crisp raw vegetables with cottage cheese or sun-sweetened summer fruits mantled with smooth sour cream. LOOK went to a dairy-farm pasture to photograph this summer fare plus a hearty new cottage-cheese omelet with chile topping; meat balls Stroganoff; frankfurters with tart dressing; easy frozen dessert . . . and the farmer watched closely, to bring the new dairy-food ideas from the city home to his wife.

Peter Townsend

a royal problem

By GEOFFREY BOCCA

To solve his dilemma, all Townsend has to do is the one thing he can't do—deny that he will marry Princess Margaret

THE British air attaché in Brussels has changed his attitude to life. It is almost certain that Group Capt. Peter Wooldridge Townsend himself does not know the answer to the question, "Will he marry Princess Margaret?" But at least he has been told to relax, to cease shunning the world and to talk freely—provided, of course, that he does not say anything.

The 40-year-old Townsend, central figure in one of the century's most sensational romances, is a man in the process of emerging from hibernation. Since March, when he received the word to relax, he has even begun to have some fun at the expense of the press.

Recently, Townsend permitted a photographer to accompany him when he left his apartment to post a letter. A letter! The photographer accepted with alacrity. They walked to the nearest mailbox, the photographer dancing in agitation to see the address, Townsend muttering, "Very important letter."

But the last post had gone. "Must get it off tonight," said Townsend. They went to the next letter box, but the postman had been there too. And at the next. In the end, they walked a good mile and a half to the general post office, and the photographer saw the letter swallowed in the letter slot. "Good night," said Townsend politely and walked away, smiling slightly to himself.

Townsend has been in Brussels since the summer of 1953, when his romance with Princess Margaret first was revealed to the world. He arrived there a most unhappy man. His sudden appointment to Brussels as air attaché was as much a surprise at the British Embassy as it was anywhere else. How did one handle a man in Peter Townsend's position?

His first party gave Brussels society a good idea of what the presence of Townsend in their midst would be like. The party was given by the sister of the British Ambassador. Townsend turned up with a strained smile. What society saw was a wavy-haired man looking a good 10 years younger than his age. He was slim with the slimness of good health. His voice had a somewhat languid affectation, but he spoke without the RAF slang which even today clings persistently to most RAF veterans. He spoke with precision.

Most striking were his eyes—an aviator's eyes, piercingly blue, deep-set, with a look as faraway as the skies. Altogether, Townsend had what one Belgian debutante called a "beautiful face," but then, he always has been a man intensely attractive to women. He has received love letters from women who have met him only casually. "The trouble with Peter," an RAF friend once said, "is his habit of getting fallen in love with."

Townsend stood at the edge of the dance floor

continued

Inside and out...a brand new burger!

Whiz-burger

with Cheez Whiz mixed right in the meat!

It's Kraft's Cheez Whiz—*inside* as well as topside—that makes this burger so terrific. Here's how:

Gently, with a fork, combine ½ cup of golden Cheez Whiz and ½ teaspoon of salt with 1 pound of ground beef.

Form into 4 patties and broil on both sides. (Notice how beautifully they brown. Cheez Whiz is the secret!)

Place piping hot burger on pickle slices on bottom half of toasted bun spread with Kraft Mayonnaise—top with a big spoonful of tantalizing Cheez Whiz that'll start to melt as it touches the hot meat. Serve quick and enjoy the *best* burger in the whole universe! The meat is juicier and tastier. And what cheese flavor! You just can't beat the Whiz-burger!

Cheez Whiz INSIDE makes the meat juicier . . . more delicious!

Cheez Whiz TOPSIDE gives richer cheese flavor!

Cheez Whiz . . . for dozens of fast cheese treats! • SPOON IT onto hot foods • or HEAT IT for cheese sauce • or SPREAD IT for snacks

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Brussels' gossips have tried to marry him off to a beautiful Benelux countess

but did not dance. He puffed at one of his rare cigarets. Belgian girls have an originality of good looks stemming from centuries of foreign influences. Townsend did not notice them. At dinner, he sat between two married women. Early in the evening, he expressed his apologies and left. From the start in Brussels, he refused to be a social curiosity.

Townsend worked out a modest way of life—modest because he could not afford anything else. His salary was £1,500 (about $4,300) a year, plus allowances which brought his income to about $110 a week. His six-room apartment in a fashionable section of Brussels was a bargain for which, with garage, he pays $80 a month. He has exchanged his Ford for a fast, blue French Frégate, but this is his one luxury. Living on his income, Townsend is definitely short of money.

Like many men who have been close to death (he was shot down and wounded in the Battle of Britain), Townsend is religious. In his Brussels apartment, he reads his Bible regularly, delights in biblical quotations. His life has settled into a routine.

His love of horses has become a passion. Every morning, he gets up about six, makes breakfast and drives to Waterloo. There, he rides through the lovely woods of Groenendael. In the evening after work, he goes back for more riding. For a while, he practiced show jumping but lacked the patience for it. Recently, he rode as a gentleman jockey at Maisons-Laffitte, near Paris, and beat the field. He has also raced in Belgium.

"I Feel Myself at Peace"

What friends Townsend has made in Brussels, he made at the fashionable Etrier riding club. The most exciting among them was the beautiful 44-year-old Countess Aline de Limbourg-Stirrum, who is American on her mother's side, mixed Benelux on her father's. Local gossips tried hard to marry them off. Asked about her friendship with Townsend, the Countess replied, "We have but one common love, Horses."

Townsend is in his Embassy office at 10 a.m. It has photographs of Queen Elizabeth, the Queen Mother and King George VI, none of Margaret. There is plenty for Townsend to do. But sometimes he drives out to a nearby NATO airfield and takes up a *Meteor*. Then, as he told an acquaintance, "I feel myself at peace."

It was heroism in the sky, where today he seeks peace, that led to Peter Townsend's romance. Destroyer of a dozen Nazi planes in the Battle of Britain, winner of two DFC's and a DSO, he was appointed to George VI's household as an equerry of honor. Immediately, the King took a liking to him. "That boy knows what he is talking about," George told a friend.

Townsend's job was to look after the Royal Family. He played canasta with the Queen, danced with Princess Margaret. So close did he become that he and his wife, Rosemary, were able to invite the Royal Family to cocktail parties at their cottage in Windsor Great Park. Late in 1952, Townsend divorced his wife on a charge (undefended) of misconduct, and he received custody of their sons, Giles and Hugo. Afterward, the romance began to bloom.

King George died on February 6, 1952, but there is some reason to believe that he did not die in ignorance of the romance. In 1953, a story leaked about an incident supposed to have occurred at Buckingham Palace after Townsend had escorted Margaret dancing. At the foot of the stairs, Townsend bowed and prepared to go.

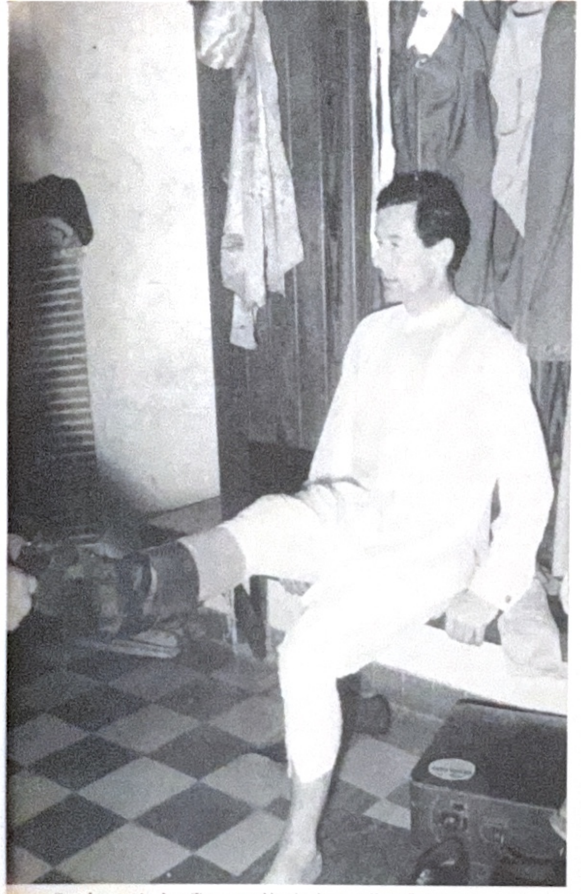
"Peter," the Princess said, "carry me upstairs."

Townsend was alarmed. The Princess insisted. "It's an order," she said, but kindly.

Townsend picked her up. A nightmare thought presented itself. Suppose the King should be at the top of the stairs watching? He was. Trembling in the awful presence, Townsend put Margaret down. There were confused explanations . . . but no important repercussion.

Townsend was seen regularly with various members of the Royal Family, including the Duchess of Kent. In private, Margaret and Town-

continued



Gentleman jockey Townsend has his boots pulled off after winning an important Brussels horse race in March. Riding has been Townsend's chief diversion during his 23-month Belgian exile.

The Archbishop of Canterbury is amused at a remark by Margaret. But Queen Victoria's chilling words, "We are not amused," describe Church of England position on the romance.

You hear a bigger whoosh
You smell a fresher aroma
You taste an extra richness

Why? Because Chase & Sanborn "Dome Top" Coffee is *fresher* than any other leading brand. It's the *only* one that's *pressure* packed. And pressure packing preserves coffee freshness and flavor better than vacuum cans or bags.

Chase & Sanborn Coffees are served by more fine hotels and restaurants throughout America than any other brand.

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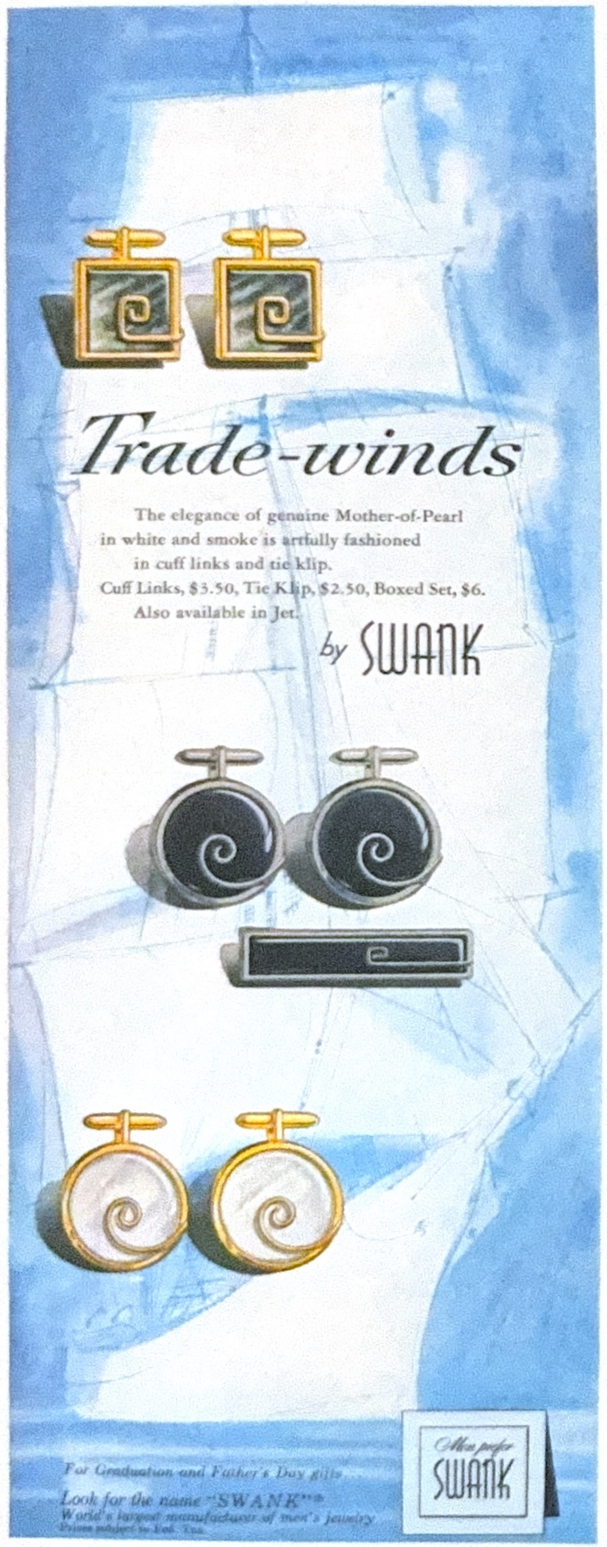
THE COFFEE THAT TELLS YOU IT'S FRESHER!


Trade-winds
The elegance of genuine Mother-of-Pearl
in white and smoke is artfully fashioned
in cuff links and tie klip.
Cuff Links, $3.50, Tie Klip, $2.50, Boxed Set, $6.
Also available in Jet.
by SWANK
For Graduation and Father's Day gifts
Look for the name "SWANK"®
World's largest manufacturer of men's jewelry
Prices subject to Fed. Tax.
Men prefer
SWANK

Will Anthony Eden soften the official attitude toward Townsend's romance?

send were able to maintain their secret for a little while longer. They walked together, rode together, talked.

The romantic story had to break in the end, and the Royal Family, for once, beat public opinion to the draw. In the normal course of things, Townsend would have gone with the Queen Mother and Margaret on their trip to Africa. Orders were changed so abruptly that the Princess did not realize until she boarded the plane that Townsend was not in the party. And Townsend was surprised to hear that he had been ordered to Brussels.

The torments of emotion wrecked the trip for Margaret. It brought her down with a cold, and she folded up halfway through. She was driven in a closed car to a refuge where she could be alone, away from eyes that were no less inquisitive because they were also sympathetic. Margaret ill, Townsend removed—it was the low point of their romance.

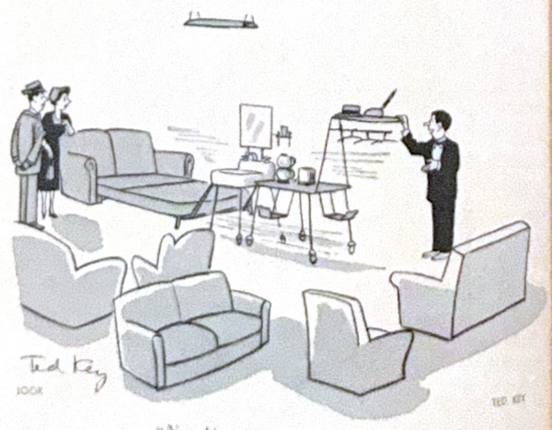
The Royal Family, with the exception of the Queen Mother, was against Margaret's marrying a man who had divorced his wife. Winston Churchill was against it. The Archbishop of Canterbury was against it—and still is. The spectacle of members of the Royal Family whirling around in search of solutions to complicated love affairs, with Archbishops of Canterbury chugging along behind puffing protests, is becoming almost a familiar recurrence in this supposedly unromantic century.

Recently, there have been a few stories, probably inspired, dropping reminders that Princess Margaret is not English but Scottish and that the Church of Scotland is not so harshly against the remarrying of divorced persons as is the Church of England. Also, speculation has increased on the influence that Sir Anthony Eden, himself a graduate of the divorce courts, might have as he takes control from Churchill.

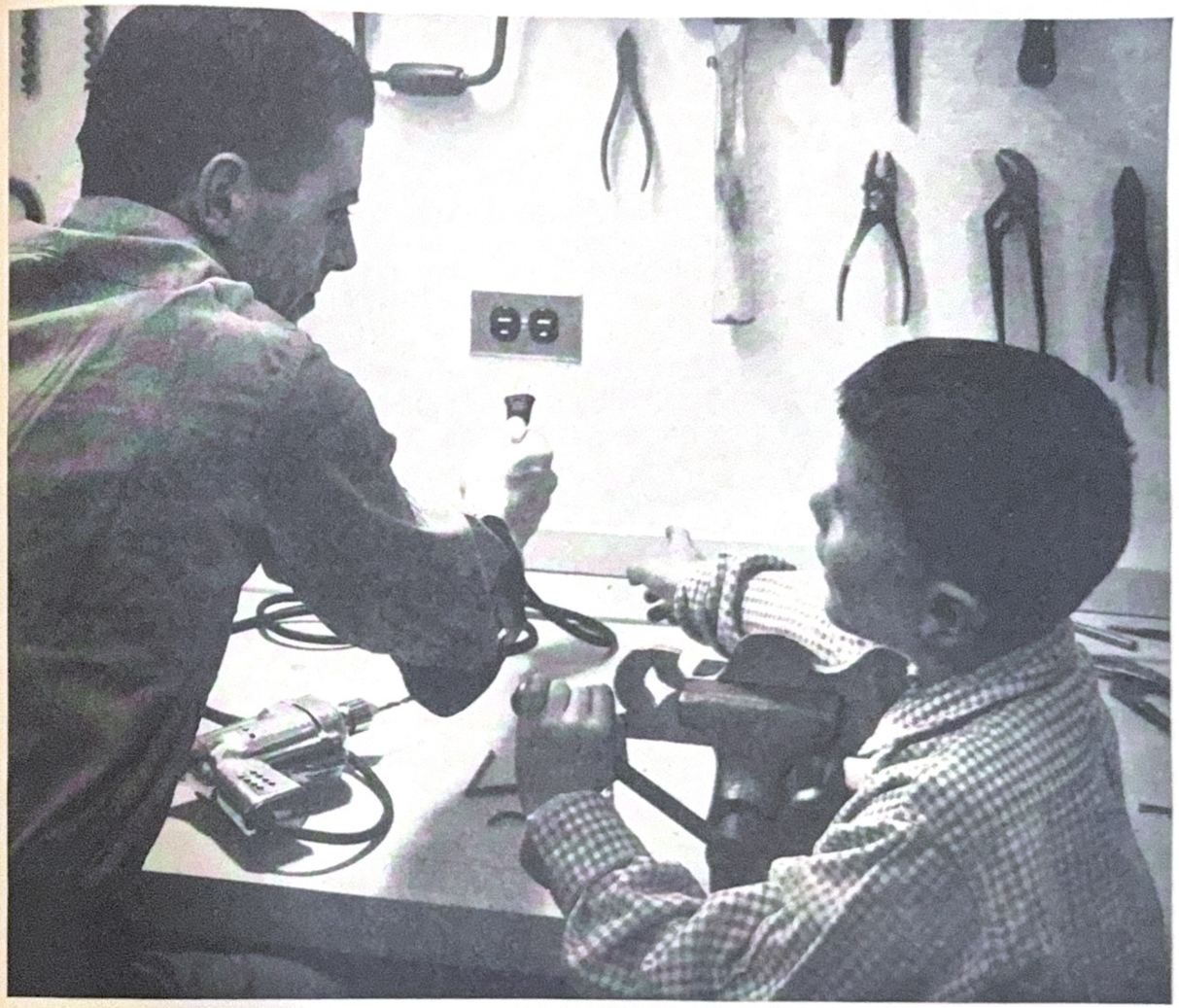
Still, nobody knows. The Royal Family does manage to have some secrets, and those closest to the Royal Family know least. The ifs, the buts and the conjectures continue. Even the principals are caught up in them, even Peter Townsend himself.

Not long ago, he returned home late one night and prepared to let himself into his Brussels apartment. A disgruntled photographer, who had been waiting all day for him, remonstrated. "Look here," the photographer said. "You don't like us here any more than we like being here. All you've got to do is to deny that you are going to marry Princess Margaret, and we can all go home."

Townsend shrugged. "Yes," he said patiently. "I know." And with that, he turned and closed the door behind him. END



"Now this sofa, when opened . . ."



"How much electricity is there, Dad?"

You can answer that question—as well as Jimmy's dad can.

The answer is pretty clear—there's *plenty* of electricity.

Just look around your house. Electric lights—radio and television—refrigerator, range, washer, dryer, dishwasher, clocks, freezer, vacuum cleaner. You'll think of many other electric helpers at work or standing ready.

There's *plenty* of electricity because America's electric light and power companies keep the supply ahead of your needs. Today you're using twice as much electricity as you did in 1945. In 5 or 10 years you'll be using a lot more. The new power plants and equipment to bring you that additional electricity are already being built or on the drawing boards.

This is a good thing to remember when you hear people say that the federal government ought to build more electric power plants. That is unnecessary—and a waste of tax dollars. In addition, government-built power plants present the threat of a socialistic U.S.A.

Last year Americans used almost 475 billion kilowatt-hours of electricity and had an ample margin in reserve. That's about 45% of all the world's total. By 1965 the nation will use twice as much. The electric companies are spending about $2 billion a year for new plants and facilities so you'll always have plenty of electricity.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

"YOU ARE THERE"—CBS television—witness history's great events

Hires

Podner—here's a right refresher! Sparkling Hires Root Beer, made the real oldtime way. It's balanced refreshment—blended as only Hires has done it since 1876. Have a Hires today! It's wonderful with snacks or any time you need refreshment. At your dealer's or at fountains and dispensers everywhere. Hires to you!

Hires *Refreshes RIGHT!*

FOR WOMEN ONLY

Winged chivalry . . . left-handed products . . . right-handed bargains . . . proteins for job seekers

AIRBORNE. Chivalry isn't dead, it has just taken to the air. A North Dakota housewife recently grappled with a flat tire by the side of a highway as motorists whizzed by unconcernedly. Help finally came—from a courtly pilot who deliberately landed his plane in a nearby field, stepped out, very gallantly changed the lady's tire and took off again.

Marketing Blues. Housewives are bottlenecked in the check-out line of rural and suburban supermarkets about 22 minutes per woman, according to a shopping survey. Other marketing complaints: two-way traffic in narrow aisles, nimble-fingered clerks ringing up items so fast shoppers can't keep track of them . . . But clerks and men shoppers have complaints too. Women "stop traffic by shoving their carts together, gossiping in the aisles, questioning the veracity of check-out men—and when the time comes to pay, can't find their money."

ET TU, BRUTE? The author of animal stories, writing under the pen name "Dear Dog Lady," has recently acquired an allergy—to dogs! Her suffering is so severe that she has given away her four Dalmatians: "I can't even stand to hear a dog bark now," says Dog Lady.

A freezer that doubles as a kitchen table is now on the market.

SOLACE FOR SOUTHPAWS. The poor lefty, long an outcast in a right-handed world, is being wooed by manufacturers. Available now in special left-handed versions are a variety of things including do-it-yourself tools, violins, saxophones, scissors, teapots and even dental equipment.

ANOTHER RAMPART STORMED. Women jockeys were permitted on a French race track for the first time this spring.

MEN WHO FASCINATE WOMEN

George Armistead Smathers

The junior Senator from Florida could be mounted as a trophy. He has been voted "most outstanding man" of his high school, his college, his law school, his city, his state, one of the "ten most outstanding young men" of the nation, the Senate's "best-dressed man." He's a contest winner because he's out to win. Even his daydreams are competitive. In them, he's a champion golfer . . . a fighting prosecutor. He enjoys sparring with "smart and cantankerous" women. A pirate, Henry Morgan, is his hero. He has read everything about Morgan, has relived, vicariously, each minute of the buccaneer-politician's life. The Senator himself has a piratical charm. But he's a 20th-century, sweet-talkin' Southern "pirate," who's sensitive to public opinion. He trusts in God, keeps his powder dry—and never loses sight of the ballot box.

CASSANDRA. A Barnard College sociologist, describing the probable life cycle of an average married American woman . . .: She will have 11 years with her husband after the last of their three children marries, and she can expect about 13 years of widowhood.

IMPERFECT CRIME. Police estimate that the criminals who broke into a school cafeteria in Florida were about 10 years old. The clue: the toothmarks left on a slab of cheese.

An ex-advertising woman describes her new baby as "pink with charcoal-gray eyes."

SALTY ILLUSION. John Wagner & Sons, one of the oldest spice concerns in the country, is not fazed by the increase in medical salt-free diets. The firm has produced Salt-Ex, a combination of so many flavorful spices that only a determined grouch would bemoan the missing salt.

Beg, Borrow or Steal. Sunday hats with necktie trimming (right)—all the rage now with little girls in Bermuda—suggest a new trick for American co-eds and teenagers: Wear your best beau's favorite tie knotted around your own hat this summer. If he'll let you, of course.

EYES RIGHT. 90 per cent of women shoppers are said to turn to the right on entering a department store. Bargains, therefore, are often placed on the right of store doorways.

In the Crystal Ball. Manpower experts predict that all married women of the future will be jobholders except when their children are of nursery age. Given the rising birthrate and the extended life expectancy of the aged, they prophesy that children will grow up uneducated and old people will be uncared for unless more women serve as teachers and nurses.

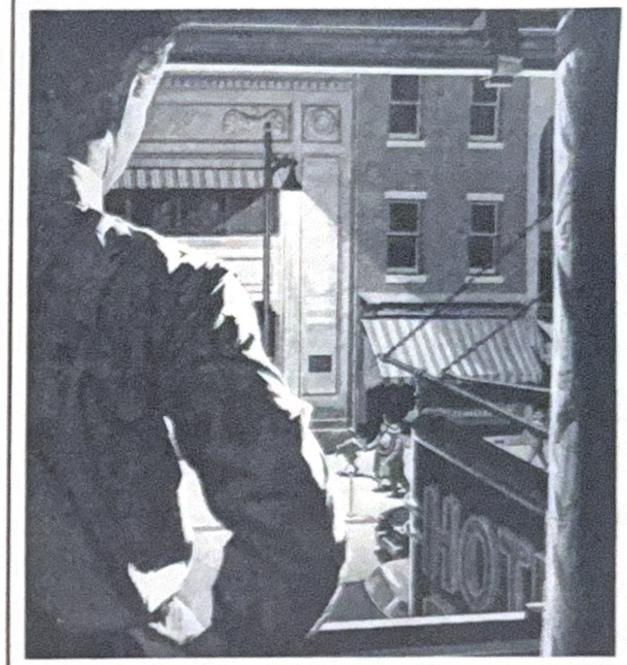
DIETERS. Keep low-calorie tomatoes in the refrigerator to eat whenever you are hungry.

LOOK GARDNER REA

"We'd love to come, but Albert's going to break his leg this afternoon."

A DIME A DOZEN. Bernice Fitz-Gibbon, famous woman executive, claims she demands the following qualifications in a job seeker: "1) that she be a Phi Beta Kappa, preferably in her junior year; 2) that she eat a good protein breakfast; 3) that she know who E. B. White is."

Bride Guide. The bride-to-be and her mother, currently knee-deep in the do's and don'ts of wedding procedure, will find their questions answered in LOOK's newly issued booklet, *Bride Guide*. For your copy, send your name, address and 25 cents to LOOK, Box B-3, Des Moines, Iowa.



"Funny how lonesome you feel when you're away from home"

"Wonder how Jane and the kids are doing?"

"Didn't like the way Jimmy was coughing when I left. Wonder if Jane had to call the doctor for him?"

"Hello, operator—I want to make a Long Distance call to Hometown."

"Hi, honey—I just knew you'd call. . . . Yes, Jimmy's cough is much better. . . . Mmmm—I miss you too!"

"Sure glad the family's okay. Funny thing . . . don't feel lonesome any more!"

When a business trip takes you away from home, remember that Long Distance brings near to you those who are dear to you. Just hearing their voices tells you all is well. So don't wonder. Don't worry. Call Long Distance and be sure.

LONG DISTANCE RATES ARE LOW

Here are some examples:

New York to Philadelphia	40¢
Cleveland to Baltimore	75¢
Atlanta to Indianapolis	85¢
Chicago to Dallas	$1.20
San Francisco to St. Louis	$1.75

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

Call by Number. It's Twice as Fast.

Bell Telephone System

Father's Day and Every Day...

a **EXECUTIVE DUET.** *Fresh Heather Shave Lotion, Minute Shave* . . $2.00

b **HEATHER SET D.** *Fresh Heather Shave Lotion, Men's Cologne* $2.00

c **SPICED SHAVE LOTION.** *Crisp, invigorating, cooling* $1.00

d **HIGHLANDER.** *Shave Lotion, Talc, Cologne in fresh Heather* . . $3.00

e **HEATHER QUARTET.** *Shave Lotion, Talc, Cologne, Hair Groom, in travel-size jugs. Gift-boxed* . . $1.85

f **SPICED TWOSOME.** *Cool Spiced Shave Lotion, and Men's Cologne in clever sentry gift box. Only* $1.00

Good Grooming Begins with

Seaforth/

FOR MEN

Other fine Seaforth gifts at leading drug counters and department stores.

NEW BEST SELLER:

Suits Without Sleeves

They snipped the sleeves out of the Charleston dress in the 20's—and the public was scandalized and delighted. But it has taken another full generation to air-condition the suit. Born in Paris this year (in the Givenchy and Balmain collections), the suit without sleeves is now making a splash in America. First seen here in Italian cotton faille by Duchess Royal (about $25 above), it is appearing in dozens of different versions, has been jokingly dubbed the "Venus de Milo."

why is Streamlite Samsonite the most popular luggage in the world?

All vacation signs point to Samsonite

...because it's strongest and smartest

Streamlite Samsonite, the world's best travelling companion, takes rough handling in stride. Its 6 "better-than-leather" finishes defy wear, wipe clean with a damp cloth, go anywhere in style. In Admiral Blue, Rawhide finish, Colorado Brown (featured), Bermuda Green, Alligator finish, Saddle Tan.

Samsonite carries more clothes in less space – wrinkle-free. The linings and fittings are luxurious . . . streamlined non-tarnishing brass locks are easy to close, can't pop open . . . special Cushion-Comfort handle is a joy to hold and behold.

Modern streamlined shape makes for compact packing in your car. And Streamlite Samsonite's special, tight tongue-and-groove construction protects all your things from dampness and dust.

*Prices subject to existing taxes. Prices higher outside continental U.S. • Shwayder Bros., Inc., Luggage Division, Denver 9, Colo. Folding Furniture Division, Detroit 29, Mich. • BY THE MAKERS OF SAMSONITE CARD TABLES AND CHAIRS

WASP PRINT CHALLIS. Soft touch (soft as the fabric) for Dad's taste. Exclusive TruVal pattern in 8 handsome color combinations—all in washable rayon challis. **$3.95**

SMOOTH SAILOR. He'll love his favorite pastime pattern embroidered on this exclusively designed sport shirt. Impeccably tailored in 6 popular colors. One of TruVal's many Sportorama patterns. **$3.95**

PLAID COOLER. Dad doesn't have to be Scottish to enjoy this tissue-cool combed cotton plaid. Short point spread collar and rounded pockets invite compliments—breezes, too. **$2.95**

COTTON BREEZE. Here's a heat-beating open-weave Sanforized combed cotton with a satin overplaid. Inverted pleat, button-through pockets and fine Tru-Luxe buttons add style. White and 5 pastels. **$2.95**

Every Dad should have his day

...IN A *TruVal* SPORT SHIRT

Want to please Pop? Here are five ways to pamper him in style.
Created by TruVal, these easy-fitting sport shirts are tailored to taste... designed for cool comfort... ***All Completely Washable.***
And—so nice to know—the fashion and quality *don't* show the thrifty price.
Whatever style you choose—he's sure to like it.

CALIFORNIA DIAMONDS. West Coast inspiration for coast-to-coast good looks. Five handsome color combinations in Sanforized fine combed cotton broadcloth. **$2.95**

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PART II

Behind wire screen at a World Series game, a man who has put many behind bars takes a breather from a job in which "he drives himself and puts relentless pressure on all those about him."

How Hoover rules the FBI

He's as tough with his agents as with critics on the outside; it's made his job almost impregnable

By FLETCHER KNEBEL
LOOK WASHINGTON BUREAU

WHEN a man has run a major Washington bureau for 31 years, you have what is a modern miracle. As Director of the Federal Bureau of Investigation since May 10, 1924, J. Edgar Hoover has performed this miracle. He has done more. Not only has he survived in the job for over three decades, but his prestige is now so great that it is doubtful that any elected official could dislodge him, even if the official should have the mind to.

Hoover has won his impregnable and unique position in Washington by insisting always on being the FBI's only boss. When he took over the Division of Investigation (as the FBI was then known), it was a 500-man haven for flat feet and political hacks. He cleaned house with a vengeance, and today the FBI director rules an empire of giant proportions. The FBI has a budget of $88 million. It has 6,242 special agents and 8,000 other employees. It has 134,000,000 fingerprints, several million personal files on investigated citizens, a crime laboratory, a police academy and an agents' training school. They all make up Hoover's domain.

Wide-jawed, robust and unflinching, 60-year-old J. Edgar Hoover has defended his domain successfully even against Presidents. Not long ago, an actor on the stage of the Gridiron Club in Washington said: "You remember Harry Truman? He's the fellow who ran against the wrong Hoover."

The gibe involved the Harry Dexter White spy case and the time Hoover appeared dramatically before the TV cameras and the Senate Internal Security Subcommittee. His appearance came after he had twice declined to testify. It was a vital moment. The Democrats contended, and so did former President Truman, that Harry Dexter White, a Russian agent, had been shifted from the Treasury Department to the International Monetary Fund to permit easier surveillance by the FBI agents under Hoover. continued

if you like fine things
(AND HAVE A KEEN SENSE OF VALUE)

PM IS
for YOU

Good taste and good sense—if you possess them both you can possess fine things! In whiskey, that means smooth, celebrated PM—the whiskey whose quality is fit for a commodore—at a first mate's dream of a price!

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

He is revered as a superpatriot and yet is regarded by some with a vague disquiet

Not so, the boss G-Man barked. The switch of jobs had made it more difficult to shadow White.

Republicans beamed gratefully. Democrats all but wept.

In his long career, Hoover has also bested senators, representatives and police commissioners. He has survived generations of fiery critics in the press, halls of knowledge and seats of statecraft.

Recently, Gov. Allan Shivers of Texas upbraided Hoover for investigating civil liberties violations in the state without notifying state authorities. Although Shivers is a good friend of President Eisenhower, Hoover told him tartly he was "misinformed."

Hoover had his first political joust soon after he took charge of the Bureau. An Indiana Republican congressman was seeking a special agent's job for a constituent. Hoover had decreed that all FBI agents must be either lawyers or accountants. He rejected the congressman's efforts because the constituent was neither.

The congressman promptly installed his man as a lawyer through a motion in an Indiana court, a proceeding then possible under state law. Hoover declared it a mere subterfuge and again refused to appoint him. The congressman stormed. Hoover remained adamant, and the appointment was never made.

"It taught me a lesson, though," Hoover recalls today. "I quickly changed the 'lawyer' qualification to read 'graduate of a recognized law school.' "

He Meets a Politico's Challenge

Throughout the early thirties, Sen. Kenneth McKellar of Tennessee heckled and harassed Hoover. A patronage-free bureau where he couldn't get a henchman a job infuriated McKellar. Finally, he taunted Hoover at one Senate hearing with never having made an arrest himself. The next day, Hoover flew to New Orleans and led the capture of the No. 1 outlaw of the day, Alvin Karpis. McKellar was silenced. Later, he became a good friend of the FBI.

As the United States edged toward World War II, the late Sen. George W. Norris of Nebraska assaulted Hoover in a four-hour speech for alleged tampering with civil liberties. Attorney General Robert H. Jackson cleared the FBI after an official inquiry, but not before a liberal anti-Hoover chorus swelled behind Norris.

At a White House correspondents' dinner at the time, President Franklin D. Roosevelt asked Hoover, "Edgar, what are they trying to do to you up on the Hill?" Hoover shrugged. "That for them," said Roosevelt, making an exaggerated thumbs-down gesture. Hoover's powers remained uncurbed.

There was not the same cordiality between Hoover and Truman. It has been common gossip for years in Washington that there was bad blood between the two.

"I've heard that, too," Hoover said, "but my relations with President Truman were always harmonious. I didn't see him as frequently as I did Roosevelt before him, but when I did, we got along well. Certainly, I had no ill feeling toward him. If he did toward me, I never had any inkling of it."

Although Hoover won't discuss it, the fact is that Truman offered him the job of clean-up czar to rid the Administration of corruption in early 1952. Hoover went to the White House one morning and argued against the proposal in a three-hour-long conference. He said that it would mean the end of the FBI as an impartial agency, that he couldn't be in the position of investigating corruption in the Justice Department where he himself was a subordinate.

There is no doubt that, had Hoover been forced to accept the position "or else," he would have resigned on the spot. The job went to Newbold Morris, who lasted only two months.

With the Republicans, Hoover is in solid. When President-elect Eisenhower named Herbert Brownell as his Attorney General in November, 1952, Brownell's first act was to announce that J. Edgar Hoover would remain as chief of the FBI. Now Hoover lunches almost daily with Brownell's "Justice Department cabinet" of assistant attorney generals and division heads.

How does Hoover stand with people outside the nation's political leadership? He is revered by the anti-Red investigators and lauded as a superpatriot. Yet many liberals and intellectuals regard him with a vague but continuing disquiet.

The liberal tide against Hoover, which ebbs and flows with the years, apparently is motivated not by what he has done but by what could be done with his vast network of agents and his secret dossiers. Recently, Dean Barnaby C. Keeney of Brown University accused Hoover, along with Sen. Joseph R. McCarthy, of a "vicious attitude toward intellectuals." Hoover in 1953 endorsed Senator McCarthy from a hotel in La Jolla, Calif., where both men were vacationing at the time, and he makes no apology for having done so.

"I personally like McCarthy," he says. "I don't wish to comment on his methods. It's not my business to tell committees of Congress how to run their business. I've got enough to do running the Bureau. But I'm in favor of Congressional investigations as such."

Hoover has crusaded with emotion against Americans hoodwinked by the Communist doctrine. As a recent sample, he inveighed against the "pseudo-liberals, who seek to conceal themselves behind the cloak of liberalism." He said they had been "beguiled, captivated and perverted because they have not been conscious of the horror, duplicity and godlessness of atheistic communism."

Whatever the criticism against him, Hoover generally seems to emerge unscathed. Defense Secretary Charles E. Wilson, speaking of America's global role, once remarked that "even good policemen aren't popular very long." But a recent Gallup poll showed that 78 per cent of Americans believed Hoover was doing a good job. Only two per cent disapproved; the rest had no opinion.

It has been as the greatest of all the bureaucrats that Hoover has gained his place in history. The term is not used in its invidious sense. The prestige of the FBI has been Hoover's passion. He sought and grasped exclusive power within the confines of that bureau. He rules it as a one-man show, fighting like a lion to keep the Bureau free, not only from political patronage, but also from the cobwebs of civil service. In 1940, Hoover fought a running battle to prevent the FBI from being swallowed by civil service. This would have shorn Hoover of his authority to hire agents he wanted and would have handed it to another Federal agency. The Civil Service Commission roared at Hoover in vain. He won the fight hands down.

Hoover has never made the one great mistake of so many bureaucrats who have come to grief. He never tried to extend his immense power beyond the walls of the FBI. He never sought public office, always scrupulously avoided the big policy disputes, never raided the labors of other Government investigative agencies. Above all, he fought off efforts to give the FBI policy-making powers.

The current loyalty-security program is a case in point.

"We are a fact-gathering organization only," said Hoover in an interview. "We don't clear anybody. We don't condemn anybody. Just the minute the FBI begins making recommendations on what should be done with its information, it becomes a Gestapo."

In short, Hoover knows how to keep his place. But woe betide

continued

"So she said, 'You build a bar in the basement? You couldn't even build a birdhouse!' "

every family has men who'd like Hanes

It's just plain horse sense, fellows—when it comes to boys' and men's underwear, you can't beat Hanes.

It's long-wearing, it fits just right, it launders beautifully and—the "mane" point—you save money on every piece of Hanes underwear you select.

Why? Because Hanes buys its own cotton, spins its own yarn, knits its own cloth—thereby eliminating many outside costs that you normally pay for.

Hanes underwear is made from highly absorbent, long-staple cotton. And . . .

- long-wearing Nylon reinforces stress points
- the Givvies shorts are cut on the bias to g-i-v-e
- briefs have heat-resistant elastic waistband

You can't say "neigh" at these prices: T-shirts, only $1 (boys', 75c). Givvies shorts, $1. Fig Leaf briefs, 89c to 95c (boys', 65c). If your dealer doesn't have Hanes, he can get it for you. See him today.

Remember, to get more than you bargained for, be sure the name's . . . HANES

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.
Canadian manufacturer and distributor, C. Turnbull Limited, Galt, Ontario

New Oil Adds Power You Can Feel

To maintain peak power year after year, high compression engines need more than *extra power* gasoline. They also need *extra duty* motor oil.

New Sinclair EXTRA DUTY Motor Oil reduces deposit-forming components that cause knock and loss of power — gives greater anti-wear protection for longer engine life.

For multi-range protection at all temperatures, in all seasons, in all climates, use Sinclair EXTRA DUTY TRIPLE X — the new Super-Power Oil for Super-Power Cars that *adds power you can feel.*

Ask Your Sinclair Dealer for

SINCLAIR EXTRA DUTY

Motor Oil

New Triple X Grade (SAE 10W-30)

FOR HIGHEST-OCTANE PERFORMANCE POWER UP with POWER-X

Sinclair Refining Company, 600 Fifth Ave., N. Y.

FBI agents seldom are allowed more than one drink, are constantly on call

him who would invade it from without or fail to pay homage within.

At the Bureau, every new agent learns to respect the messages jolting over the teletype signed starkly, "Hoover." The Director, a strict disciplinarian, at times severe with the agents, is utterly demanding of the clerical help. "The Bureau is the hardest place to get in and the easiest to get out of," he has said.

In prohibition days, the penalty for an agent who took a single drink, even if off-duty and on vacation, was immediate dismissal. Today, an agent may take a drink, but seldom two. He is on 24-hour call, seven days a week. Hoover has transferred agents at a moment's notice. He once called an agent vacationing in Kentucky on a Sunday, ordered him to break up his home in Kansas City and report to work in Denver by Wednesday at 1 p.m. But the agents seem to thrive on this Spartan fare. More than one third of them have been with the Bureau more than ten years.

Hoover telephones many of his orders to his "SACs," or special agents in charge, in 52 field offices. Old-timers wisecrack that, in the old days, about "ten minutes" after they got a Hoover order requiring a minimum of a day's work, they were apt to get another call from Miss Helen Gandy, asking if the job were finished yet. Miss Gandy, a motherly appearing woman with a pleasant smile and a lifelong habit of saying nothing about her work, has been Hoover's confidential secretary since 1919. She works as hard as the agents. Hoover drives himself and puts relentless pressure on all about him for equally speedy and efficient performance.

The FBI, says one former employee, is a wonderful place to have worked, "because after that, no job ever seems hard."

Under Hoover, the Bureau functions somewhat as a well-disciplined corporate enterprise. Hoover serves as a very active chairman of the board and boss of the works. Clyde A. Tolson, "associate director," acts as president. Under Tolson are two "assistants to the director," Lou Nichols and Leland Boardman. Under them come six "assistant directors." This group meets in morning conference to review top cases and formulate policy. Hoover is not usually there,

continued

LOOK — MARTHA BLANCHARD

"If I had all the qualities you want in a man, I'd propose to somebody else!"

HELPFUL HINTS WHEN YOU TRAVEL

Strange foods, changed drinking water, hurry and worry, often bring ACID INDIGESTION But with Tums handy, quick relief is yours. No spoon — no water. Eat Tums like candy. Almost instantly acid indigestion, heartburn depart.

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STILL ONLY 10¢ A ROLL

AND YOU COULDN'T BUY SAFER, QUICKER RELIEF FOR A TEN DOLLAR BILL

THE ANTISEPTIC LIP BALM

have it sprayed with

FERTILENE LIQUID FERTILIZER

Used for years by progressive farmers, this modern scientifically-approved liquid fertilizer is now available to home owners . . . FERTILENE supplies grass, trees and plants with a balanced diet of nitrogen, phosphorous, potash and essential trace elements—needed nourishment for luxurious, healthy growth . . . FERTILENE feeds plants through the roots as well as the leaf . . .

CALL YOUR FERTILENE DEALER

FERTILENE dealers bring this new, clean, economical way to lawn beauty right to your own front yard . . . sprayed 4 to 6 times a year, FERTILENE brings desired results at surprisingly low cost . . . consult your classified telephone book for name of the FERTILENE dealer nearest you . . . if none is listed, write us NOW!

ATTENTION: FUEL OIL DEALERS!

Valuable territories open. Turn slack months into busy ones, using men and trucks profitably 12 months a year! Write NOW!

FERTILENE CORPORATION OF AMERICA
251 CENTRAL PARK WEST • NEW YORK CITY

Give Dad the Newest!

Smokes 35° Cooler!

MEDICO TRADE MARK Double-Dri

Best looking pipe!
Best smoking pipe!

❶ CONDENSATION: No Goo! Double-Dri condenses it out.
❷ RADIATION: Radiates heat away! Cool to hold.
❸ FILTRATION: Throw away nicotine trapped by filter.

$2.50 incl. box of 10 filters

Bowls of imported briar. Nylon bits. Bowls, bits and shanks in contrasting colors! Simply beautiful. Extra bowls, $1.00 each.

WRITE FOR FOLDER K. MEDICO, N. Y. 22

★ BUY MORE U. S. Savings Bonds ★

ESHELMAN 70 MILES PER GAL. GAS CHILD'S AUTO WITH MOTOR

USE..HOLLYWOOD sani-white for the whitest shoes you've ever worn!

"Ask The Man For It"

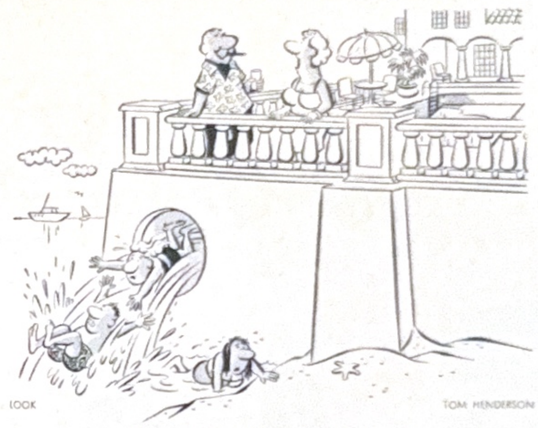
ATHLETE'S FOOT CUTICURA Relieves Faster

Clinical tests prove new, sensational CUTICURA Medicated Liquid relieves 9 out of 10 cases—in just 4 to 18 days! It stops itching instantly—checks most cases of itch—usually kills pathogenic fungi—and soothes as it helps heal raw, open cracks. 60¢ at druggists. If your druggist hasn't it, don't waste money on substitutes but send 10¢ for generous trial size.

CUTICURA, Dept. 12FY, Malden 48, Mass.

New Comfort For FALSE TEETH

DENTUR-EZE plastic forms "cushion" that shapes to contour of your gums . . . keeps plates tight . . . eases pressure on sore spots . . . helps keep out seeds. ONE APPLICATION LASTS WEEKS. Get 60z or 4½ tube at your druggist . . . or send payment direct to: DENTUR-EZE, Dept. 22, 908 John Street, Seattle 9, Washington. (Prices slightly higher in Canada)



LOOK — TOM HENDERSON

"Draining the pool is a pretty sneaky way of getting rid of my relatives!"

but every important decision gets his immediate approval or veto.

No matter where he may be, whether he is in Washington or out of town, Hoover remains in constant touch with Bureau headquarters via telephone. In his home, he has a private line to the Bureau. When he "vacations," he may call the Bureau as many as three or four times a day. Whenever he checks into a hotel, his first move is to pick up the room phone and call Tolson in Washington.

Hoover has kept a tight rein on the Bureau's public relations. Old associates quote him as having said, "If you like us, tell others. If you don't like us, tell us." The results have been overwhelming. Citizens constantly give the FBI credit for deeds performed by other Government intelligence and culprit-chasing agencies.

For every dollar he spends, Hoover accounts to the appropriations committees of Congress. He is critical of "confidential funds," and agencies that conceal their expenditures from Congress. He names no names, but his remarks fit Allen Dulles' Central Intelligence Agency, among others. The CIA makes no public accounting.

"A lot of this stuff about confidential operations is horsefeathers," says Hoover. "A few things must be kept secret, but the taxpayers have a right to know how an agency is spending their money."

Hoover does insist on concealment in one phase of loyalty-security investigations. He defends the confidential informants, whom critics call the "faceless men."

"If we stigmatize confidential information," he says, "then newspapermen, bankers, lawyers and doctors might as well go out of business. They couldn't operate without confidences. Neither can we."

While Hoover has never sought power beyond the limits of the FBI, he has wide influence in the U. S. Government. The source of this can be found in "Hoover's men," the former agents of the FBI, who are scattered through the Government. They have dominated the congressional investigating staffs. Senator McCarthy once had four former FBI agents working for him.

With his men placed throughout the Government, it is easy for Hoover to find jobs for other former agents. Hoover believes in being loyal to the men who have been loyal to him. "Fidelity" to the Bureau and loyalty to the Director have always been musts for Hoover. "In a world distorted by total war," said Hoover in World War II, "there is no human value more precious than fidelity." The printed message can be found prominently displayed in FBI offices.

But it is on fast-working precision, not sentiment, that the success of the Bureau, under Hoover, is based. And, sparked by the brittle energy of its director, the Federal Bureau of Investigation clicks ever on at its swift tempo.

"Hoover has mellowed some lately," says an old associate. "He used to believe every person could be 100 per cent efficient, and he was snappish and irritated when they fell short. Now he realizes not everybody can work 61 minutes in every hour for the Bureau."

For J. Edgar Hoover now, sixty minutes and a half are enough.

END

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LOOK reports on the makings of

AMERICA'S DREAM VACATION

Master of fantasy Walt Disney never takes a vacation, works seven days a week on new Disneyland.

Secretary Shirley Grandin looks after the interests of two bosses—Tex and Jinx.

Industrial designer Raymond Loewy travels for a yearly "refresher course."

Writer Anita Loos uses vacation time on business trips for *Gentlemen Prefer Blondes.*

Oscar winner Grace Kelly usually spends two weeks a year with her Philadelphia family.

Channel swimmer Florence Chadwick took one vacation in five years—to go swimming.

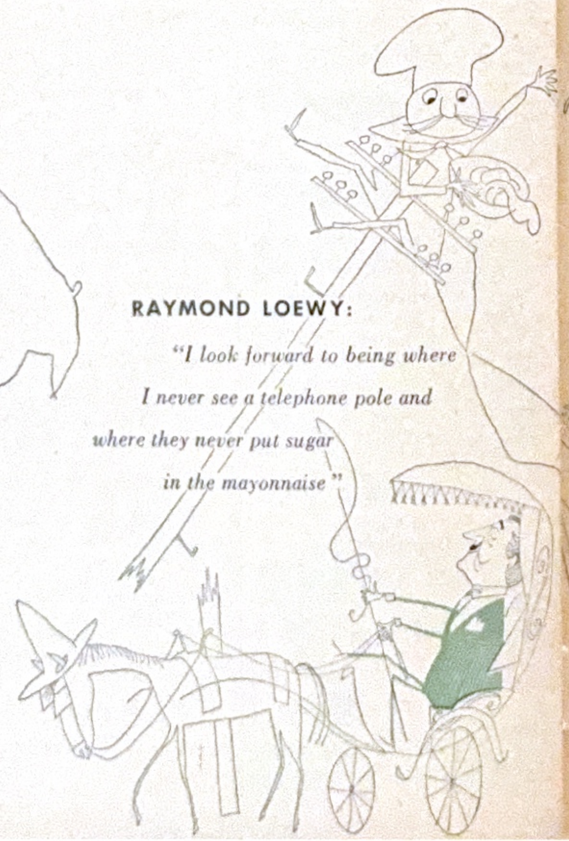
Summer reveries are here again, for a holiday is an imminent reality in 40,000,000 lives. By the end of August, vacationers' budgets will reach an estimated high of $5,000,000,000. As if by signal, the population is plunged into a collective daydream, planning the ideal vacation. To find out what their dreams are made of, LOOK asked a lot of people to describe their version of a perfect holiday. From the high-pressure executive who would stay home and play with the baby to the housebound mother who yearns to join Hemingway on safari—their answers boxed the compass. (And there was the psychiatrist who said, paradoxically, "People don't really need to go on vacation; vacation is a state of mind.") Illustrator Bill Charmatz, who wants to be a Riviera beachcomber, has brought the dreams of eight well-known people to life on these pages.

GRACE KELLY:

"I long to go to Alaska and hunt bears!"

RAYMOND LOEWY:

"I look forward to being where I never see a telephone pole and where they never put sugar in the mayonnaise"



Cowboy Roy Rogers, Jr. (Dusty), aged 8, spends ranch vacations with his famous father.

Adventurer Colin Fox took 89 days to cross the Atlantic alone on a 23-foot cutter.

SHIRLEY GRANDIN: *"I want to spend weeks on a tramp steamer. I'd like the other passengers to be Clark Gable, Princess Margaret, Danny Kaye and Agatha Christie—but I'd settle for Clark Gable."*

ANITA LOOS: *"I want to go to Sweden where small brunettes are a novelty."*

continued

How to travel the world on a LOW-COST BUDGET

You, too, can see Haiti–Rio–Paris–Algeria–Hong Kong–Tahiti–Bali

You don't have to be rich to see distant lands, romantic places

★ ★ ★ ★ ★ ★

By Sheldon Shane
CHAIRMAN,
Membership Committee
National Travel Club

★ ★ ★ ★ ★ ★

PERHAPS you have never heard of the National Travel Club . . . but hundreds of people are discovering it every day, and more than 100,000 Americans already belong to this exciting organization.

For here, at your fingertips, is the doorway to adventure . . . *the opportunity to get out of the rut of everyday living* . . . the "open sesame" that will actually start you on your way to fascinating far-flung lands that you have seen only in your dreams. Surely, if you are young in heart, you should belong to the National Travel Club.

Here is what you get

Firstly, NTC members receive an entirely original type of travel magazine . . . packed with reliable, down-to-earth information and suggestions on where to go, how to get there, and what it will cost you. You get this magazine every month—profusely illustrated with graphic photographs and plain-talking details about trips you can take. This is the ONLY magazine that gives a complete round-up of tour and cruise information—that lists special travel and vacation bargains all over the world.

And when you join the club you receive hotel rate discounts and advance room reservations at hundreds of approved hotels. You receive a $2,000 accident insurance policy covering any injury sustained while traveling in a public conveyance. (This insurance policy increases upon renewal to a $4,000 maximum.)

You will also be entitled to use NTC's Motor Touring Service, which furnishes you with all the road information and route markings you need when you travel the highways and byways of the entire North American continent.

There are many more advantages to NTC membership, and I wish I had the space to describe them all. But let me just skim briefly through some of them:

You may use NTC's extensive Travel Film Library, and there are no rental fees to you as a member. You automatically become a member of the Travel Book Club, and may purchase new travel books at a substantial discount (but are under no obligation to buy any). You may use NTC's Mail Forwarding Service while traveling, and you receive windshield and luggage stickers along with your membership card. In addition, you can have NTC's Travel Information Bureau experts analyze your budget and your interests . . . furnish you with facts, figures, and suggestions on vacation spots and what have you.

Actually, there is much more to tell you, but I can't do it in this short message. I do want to emphasize, though (and this is the wonderful thing about the club), that you can make use of all these services through the mail—although you are always welcome at our New York headquarters.

Guess what NTC membership costs

I realize that all of this sounds like a service that should cost $100 or more. But not so. You don't pay $100 . . . and you don't pay $50 . . . and you don't pay $25. Believe it or not, YOU CAN BELONG TO THE NATIONAL TRAVEL CLUB FOR ONLY $5.00 A YEAR!

Now, I tell you frankly, there are only a limited number of vacancies on the club lists, and we can expand memberships by just 5,000 at this time. We would not be able to service any more.

So I hope you will fill out the Membership Acceptance Certificate below and mail it right away. Unless you are completely satisfied with the club, simply let us know at any time within 60 days and we will refund your $5.00 fee. This is a 100% Money-Back Guarantee. Could anything be fairer?

But remember, it's first come, first served—and after the club's vacancies are filled, we must refuse additional applications.

So don't delay. Mail the certificate now—while there is still time!

Membership Acceptance Certificate

Mr. Sheldon Shane, Membership Chairman
NATIONAL TRAVEL CLUB,
50 W. 57th St., New York 19, N. Y.

Please enroll me as a member of the National Travel Club. I understand that my $5.00 dues entitles me to a year's subscription to TRAVEL, a $2,000 Accident Insurance Policy, and use of all NTC facilities, services, and bureaus.

(The club retains the right to send back all membership fees after filling the 5,000 vacancies now available.)

☐ **My $5.00 membership fee is enclosed** ($6.00 in Canada)

NAME _____ (Please Print)
ADDRESS _____
CITY _____ ZONE _____ STATE _____

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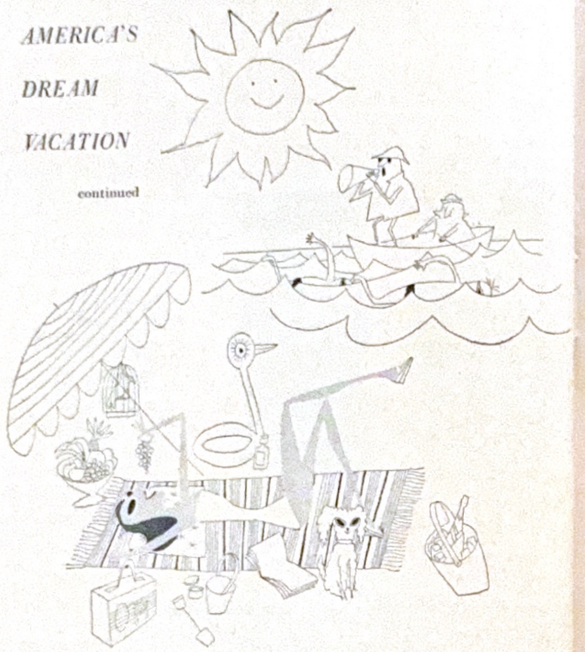
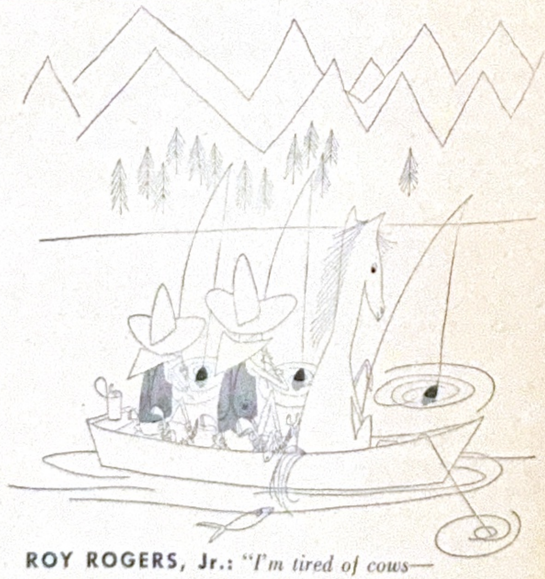
AMERICA'S DREAM VACATION

continued



FLORENCE CHADWICK: *"I want to lounge around the beach and get tan, something I've never had a chance to do because I'm always in the water working."*



ROY ROGERS, Jr.: *"I'm tired of cows—I want to go fishing, I want to camp out and sleep in a sleeping bag. Dad can come along, but NO GIRLS."*

continued

FROM AMERICA'S FAMILY OF FINE TOASTERS...

Choose the bridal gift of gifts!

$17.50 to $39.50

NEW B18 AUTOMATIC, $22.50. For 28 years the "Toastmaster"* Toaster has been the traditional wedding-gift toaster! This exquisite new model is just large enough to make superb toast—*and no larger!* Actually, it's up to 40% smaller than conventional toasters—yet full-size in performance. This beautifully styled toaster is easy to handle, easy to store, perfect for modern, space-saving living. Makes perfect toast every time—light, dark, or in-between. Also available in 1-slice model, $17.50.

DE LUXE "TOAST 'N JAM"* SET, $29.95. Quick-snack magic at brunch, bridge, or TV-time. Features the famous "Toastmaster" B14 Automatic Toaster. Rich walnut tray inlaid with brown simulated leather. Gay Melmac toast plate and jam jars in smart black metal holder have many added uses. Also available with B16 Powermatic Toaster, $34.95.

Toastmaster
Automatic Toasters
MAKE PERFECT TOAST EVERY TIME

PRODUCTS OF McGraw Electric Co.

NEW C4 POWERMATIC, $39.50 Toasts not *two* but *three* slices at a time! Ideal for those who appreciate the unusual. Features "Toastmaster's" exclusive Power-Action that automatically lowers bread, toasts it perfectly, and serves it up fast—*all by itself!* Smart new styling. A unique gift.

B16 POWERMATIC, $27.50 World's most distinctly different toaster. Power-Action lowers bread automatically, toasts it and serves it up fast—*all by itself!* Makes perfect toast every time—light, dark, or in-between.

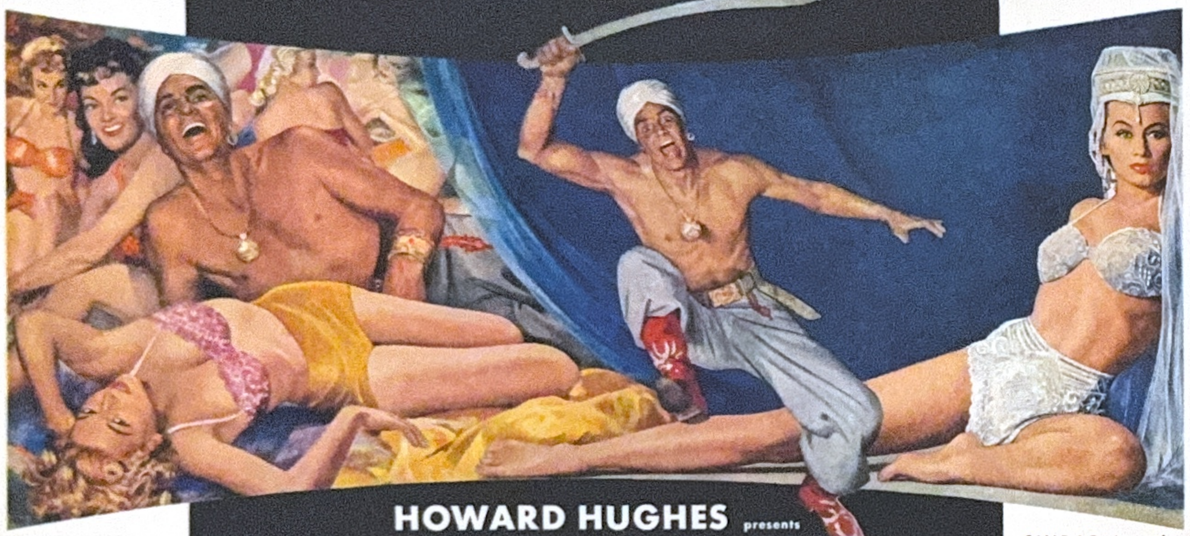
B14 AUTOMATIC, $23.00 This model has many millions of satisfied users—a great bridal-gift favorite. Moderately priced, and a gift of which you can well be proud. Fully automatic; makes perfect toast every time. Push-button crumb tray opens for cleaning.

P.S.—TO CANADIANS. Distributed in Canada by McGraw Electric Company (Canada) Limited, Oakville, Ont.

*"Toastmaster" and "Toast 'n Jam" are registered trademarks of McGraw Electric Company, makers of "Toastmaster," "Manning-Bowman," and "Triple-Aire" Electric Housewares and "Toastmaster" Water Heaters.

Only Toastmaster gives you this wide selection of toasters for the gift of your choice.

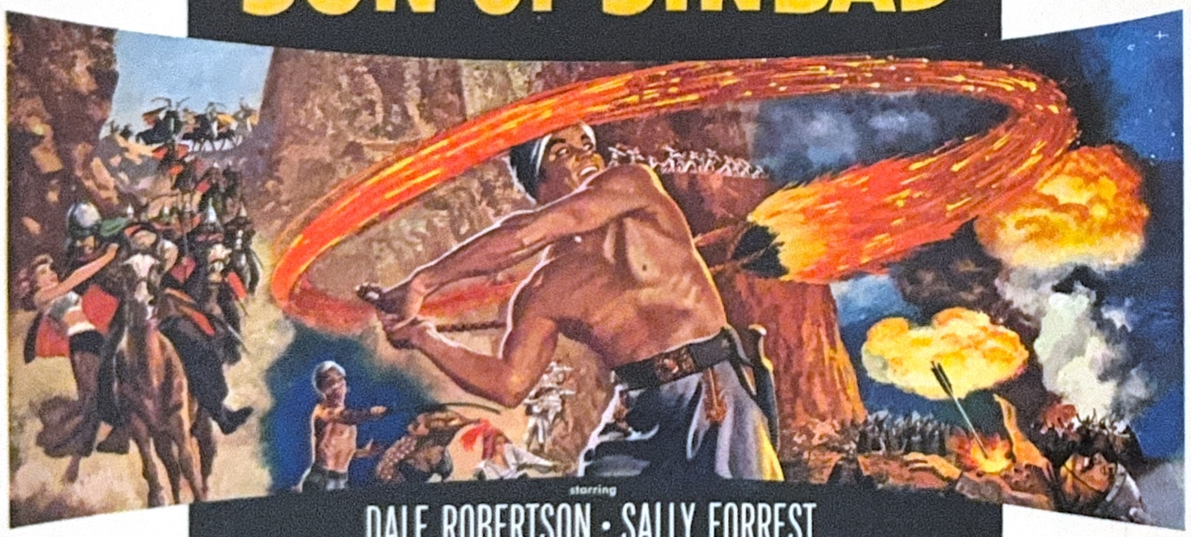
THE WICKED AND THE BOLD SHARE A THOUSAND DELIGHTS!



HOWARD HUGHES presents

SON OF SINBAD

SINBAD invades the hidden harems!



The bombardment of an army with explosive globes of GREEK FIRE!

starring

DALE ROBERTSON • SALLY FORREST

LILI ST. CYR • VINCENT PRICE • co-starring MARI BLANCHARD

THE NEW ANAMORPHIC PROCESS SUPERSCOPE ON THE GIANT WIDE SCREEN

color by TECHNICOLOR

RKO RADIO

Directed by TED TETZLAFF Produced by ROBERT SPARKS Written by AUBREY WISBERG and JACK POLLEXFEN

AMERICA'S

DREAM VACATION

continued

WALT DISNEY:

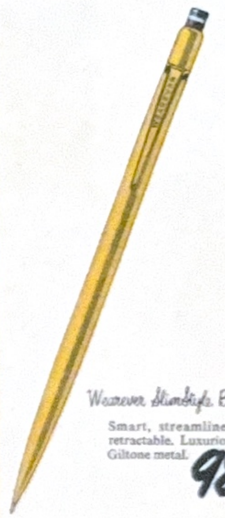
"Give me a new project without a budget and I'll call it a vacation."

continued

Wearever FreeClik Ball Pen.

The perfected ball pen. Retractable. Satin-finish Giltone trim. Red, green, grey or black barrel. 98¢

incl. extra refill



Wearever Slimlight Ball Pen.

Smart, streamlined, retractable. Luxurious Giltone metal. 98¢

Why pay more for a Ball Pen?

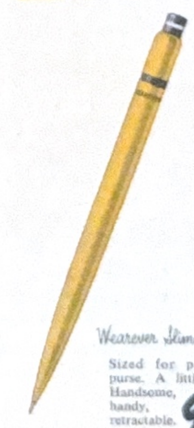
No other ball pen at any price has all the features of Wearever Ball Pens.

WEAREVER®

BALL PENS
FOUNTAIN PENS
MECHANICAL PENCILS

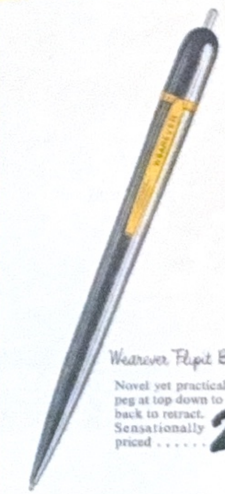
Compare — feature for feature — before you spend your money

- Can't smudge, transfer or fade.
- Longer-lasting ink supply.
- Point always clean.
- Permanent instant-dry ink.
- Every cartridge pre-tested.
- Recommended by bankers, teachers, students.
- Refills 25¢ each, in blue, black, red, green.



Wearever Slimlight Jr. Ball Pen

Sized for pocket or purse. A little beauty. Handsome, handy, retractable. 98¢



Wearever Flipit Ball Pen

Novel yet practical. Flip peg at top down to write, back to retract. Sensationally priced ..... 29¢

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#233 "HAWAIIAN HEAVEN" Imported Print Cotton Twosome. Sarong-drape dress has built-in boned bra, detachable halter and matching bolero. Sizes 10 to 18. Rose, Palm Green, Blue . . . $14.98

#238 "ALOHA" Long Torso Import in Glowing Island Print. Bow-tied shoulders and shirred skirt, draped bust. Sizes 10 to 18. Cotton in Sun-Gold, Sea Green or Red. It's just . . . $9.98

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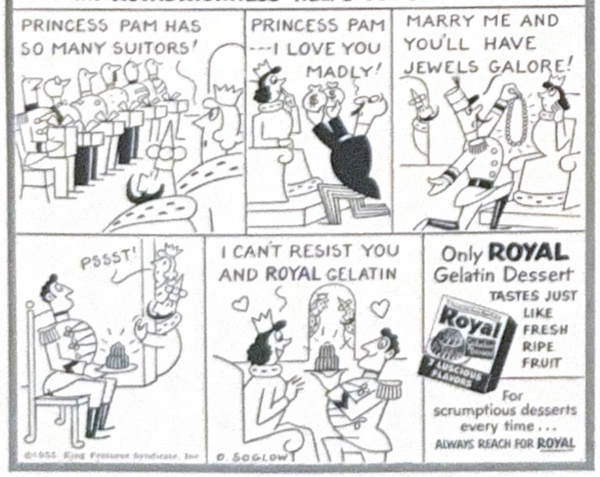
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PRINCESS PAM ---I LOVE YOU MADLY!
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I CAN'T RESIST YOU AND ROYAL GELATIN
Only ROYAL Gelatin Dessert
TASTES JUST LIKE FRESH RIPE FRUIT
Royal
For scrumptious desserts every time . . .
ALWAYS REACH FOR ROYAL
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D. SOGLOW

AMERICA'S DREAM

VACATION

continued

COLIN FOX: *"I love luxury.*
I'd like to go to Nassau on the Queen Mary
and live a gracious life with exquisite women."

Even a dream holiday will be better with some down-to-earth vacation tips

Look for: suntan products and cosmetics in unbreakable containers; lipstick which stays on even in the water; new containers for keeping beverages cool; a reflector to get the best tan from a pale sun. **Don't forget:** the new types of film and cameras which make expert pictures for amateurs; your favorite remedies for headaches, allergy, motion sickness and indigestion; sunglasses for driving glare as well as for sun; an amusing hat or a protective cream to save your hair from sun dryness; at least one extra swimsuit that's very brief.

Take along the baby and the pet; investigate new travel kits for both; include inflatable rubber toys.

Remember: In case you forgot anything, the local drugstore is a treasure house for every vacation need.

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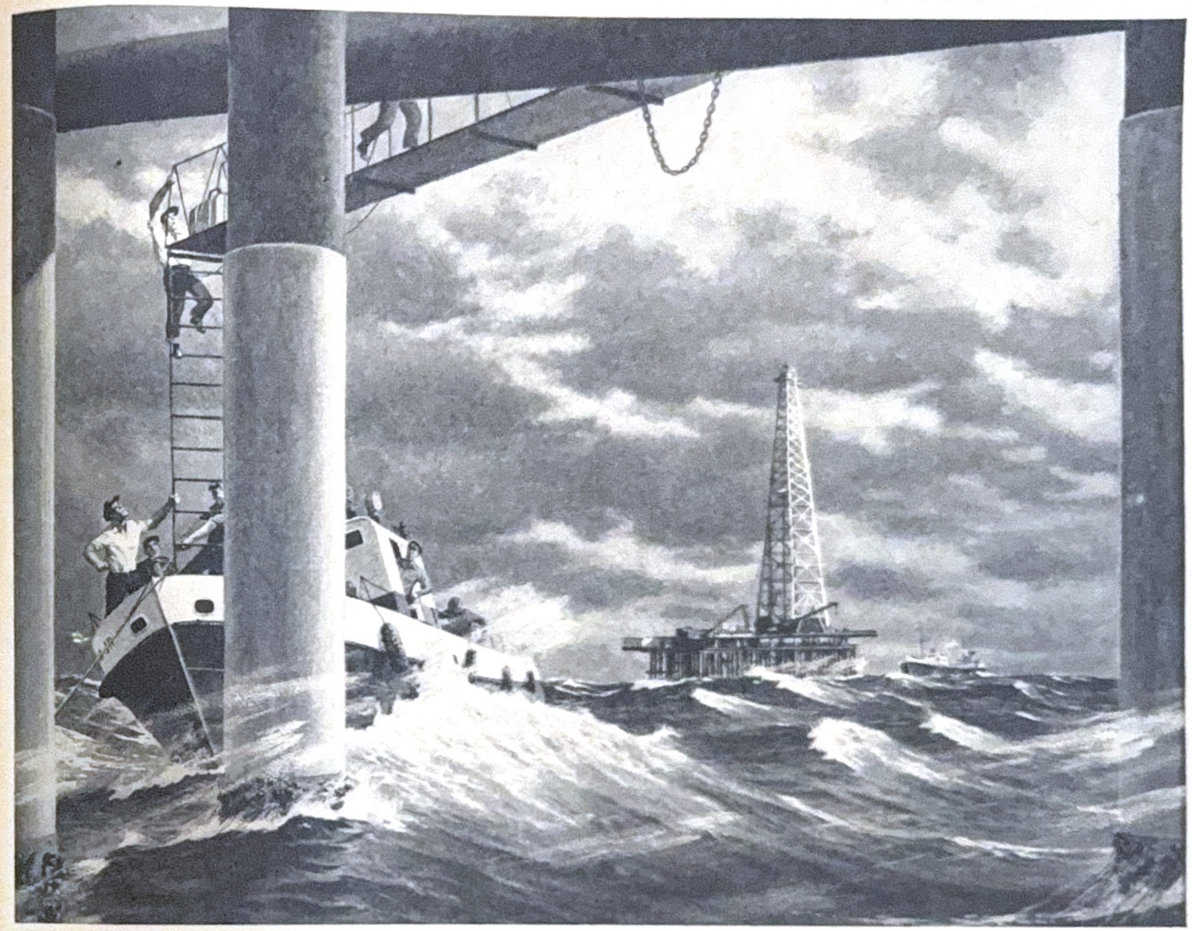

Building for the future, always build Inco Nickel into your plans. It makes metals perform better, longer. Certainly, oil men add years to the life of offshore drilling platforms by sheathing steel piling with a corrosion-resisting Inco Nickel Alloy.

Now Inco Nickel Alloy "leggings" protect sea-lashed piling from corrosion

How do you protect steel piling against the corrosive ravages of the sea?

Well, take it from International Nickel Company corrosion engineers who have turned the ocean into a test tube to find out how to prolong the life of metals under all sorts of corrosive conditions . . .

And take it from the oil industry which makes good use of Inco corrosion "know-how" in protecting million-dollar offshore structures . . .

. . . the best way to safeguard marine piles is to sheathe them with Monel. Put Inco Nickel Alloy "leggings" on them, that is.

You don't sheathe these piles top to bottom. Up top, you check corrosion with paint. Underwater, you divert corrosion electrically.

You *concentrate* your Inco Nickel Alloy protection in the tidal and splash zone.

That's the critical area – sometimes wet, sometimes dry. You can't protect it with paint or other coatings. Or with electric current. So you use Monel.

New "Radar Island" – a model of one of the new U. S. warning stations now being erected offshore. Its piles have Inco Nickel Alloy "leggings."

Salt water, salt air, salt spray – they don't harm corrosion-resisting Monel. What's more, Monel is strong and tough. It's also easy to apply to *any* type of offshore structure!

"When Metals Go to Sea"... here's a booklet that really goes into the seagoin' ability of this famous Inco Nickel Alloy. Free. Write, The International Nickel Company, Dept. 154d, New York 5, N. Y.

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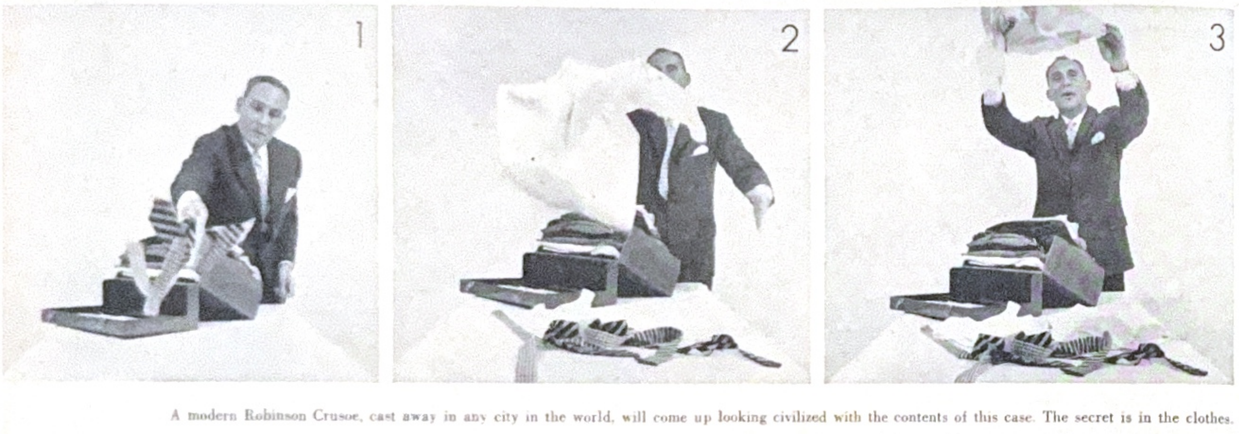
INCO TRADE MARK **Inco Nickel**...Your Unseen Friend

THE INTERNATIONAL NICKEL COMPANY, INC.

"my three months in an attaché case" by P. H. B.

LOOK *Menswear Editor Perkins H. Bailey demonstrates exactly how he packed a complete wardrobe for his own three months' European trip into one narrow case—and was perfectly prepared for every occasion*



A modern Robinson Crusoe, cast away in any city in the world, will come up looking civilized with the contents of this case. The secret is in the clothes.

Made in fabrics woven of man-made fibers and blends, all are paper-light, all pack easily and all may be washed and worn without any ironing.

It's
Four Roses time
in Boston

EVENING ON BEACON HILL, BOSTON

No other whiskey can match the flavor of Four Roses.

As the sunset paints the windows of Beacon Hill, the people of Boston are saying: "*It's Four Roses time.*" For here . . . as in other cities and towns all over the country . . . the smooth, distinctive flavor of this superb whiskey gives people a special pleasure . . . an unequalled taste that makes Four Roses far finer than any other whiskey.

FRANKFORT DISTILLERS CO., MFG. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

Treat yourself to delicious coffee...and sleep, too!

Compare the flavor

New Instant Sanka Coffee is all coffee, pure coffee, blended and roasted to perfection. Compare its delicious flavor with your present coffee.

Compare the sleep

When you drink Instant Sanka Coffee instead of your present coffee, you'll sleep better. To feel better *all day*, drink it for breakfast and lunch. 97% of the bothersome caffein has been removed.

All pure coffee ... 97% caffein-free

Product of General Foods

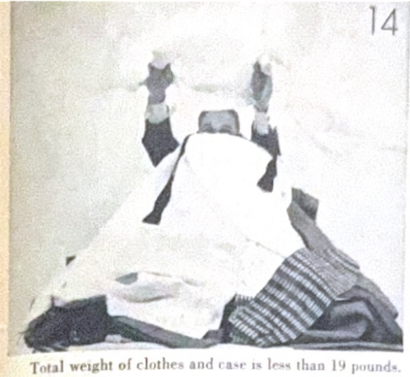
continued

Attaché case measures 18" x 12" x 5¾", holds a complete wardrobe

From his private night life in pajamas . . .

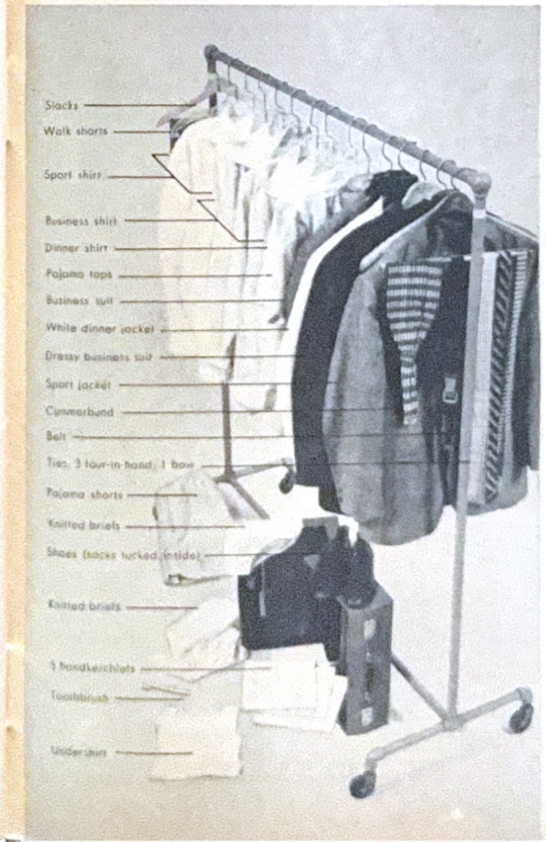
to his public night life in summer dress clothes . . .

everything a man needs fits into the case.



Total weight of clothes and case is less than 19 pounds.

Everything hanging on this rack was packed in case



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Sergeant's® SKIP-FLEA Shampoo

While you're in the store, pick up a can of Sergeant's SKIP-FLEA SCRATCH Powder. It stops itching fungus—the most common cause of scratching. Kills fleas, ticks, lice. 49¢ and 89¢.

PHOTOQUIZ

The animals in these 10 pictures have been used as symbols by different countries. Identify the animals and, using the list below, select the country with which each one is associated. Score 10 points for each correct answer. A score of 60 points is passing, 70 is fair, 80 is good, 90 or over is excellent.

Russia	Germany	China
Italy	Australia	Belgium
Peru	Canada	United States
Great Britain	France	Burma
New Zealand	Spain	Iran
Norway	Argentina	Brazil
Egypt	Ceylon	Sweden

1

2

3

4

Photoquiz-Trade-Mark Reg. U. S. Pat. Off. and Canada

ANSWERS ON PAGE 101

5

6

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10

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A sweet, appealing air of freshness . . . is yours, always . . . when you use Fresh Cream Deodorant.

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When you open the Fresh jar you'll discover . . . its delicate fragrance . . . its whiteness, its whipped cream smoothness. Not a trace of stickiness. Not a trace of greasiness. Gentle to skin, too.

For an air of freshness use Fresh Cream Deodorant every day—be sure you are lovely to love, always.

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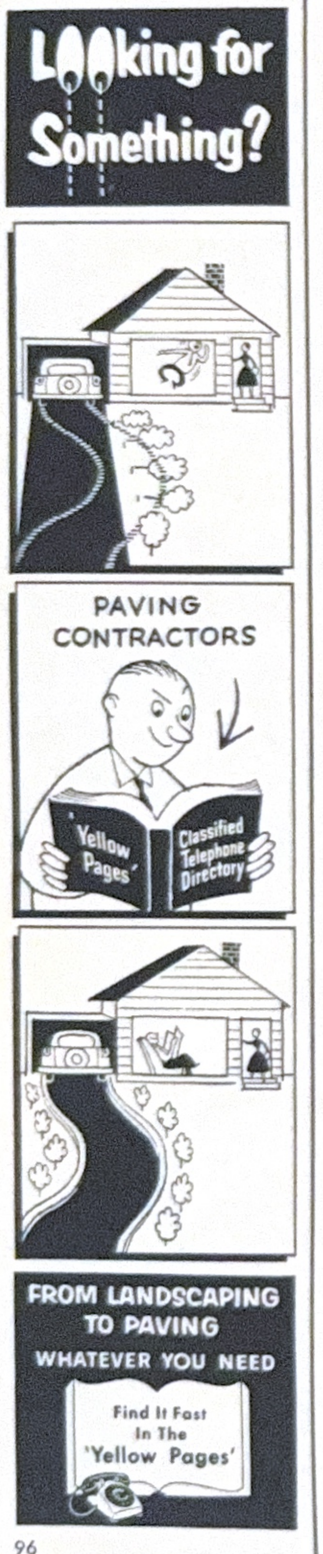
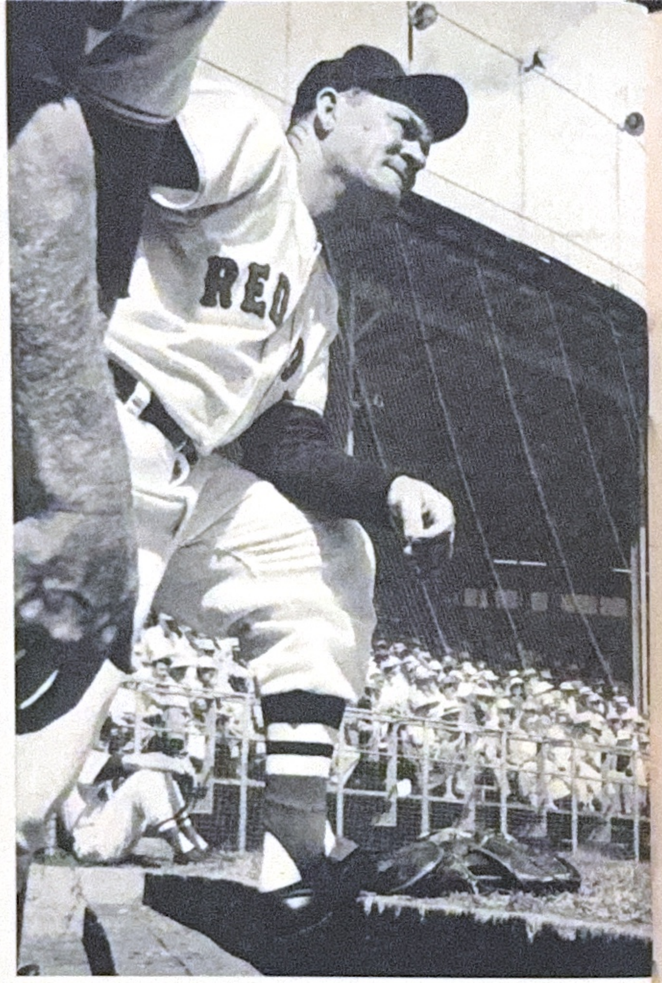
a *Fresh* girl is always lovely to love





Manager Higgins faces a building job of at least three years with the Red Sox but he can expect strong performance from his pitchers before that.

Have the Red Sox rounded the corner?

The answer is yes. The reason: Mike Higgins, a no-nonsense Texan built for distance.

By TIM COHANE SPORTS EDITOR OF LOOK

THE restoration of the Boston Red Sox as an American League pennant contender depends on the development of young players. Some are with the Red Sox, others with the farm teams, still others going into or coming out of service. They require handling that is patient, shrewd and firm. The Red Sox, therefore, made their smartest move in several years when they appointed as their new manager a 45-year-old Texan named Michael Franklin Higgins. For Higgins is a solid man of quiet resolution, intelligence and patience. Patience, especially. Birdie Tebbetts, manager of the Cincinnati Reds, was talking about it.

"When I was managing Indianapolis in the American Association in 1953," he said, "Mike Higgins was handling the Louisville club. Pete Daley, the catcher now with the Red Sox, had returned to Louisville from service. Before he went in, he had looked like a fine prospect. Now he had lost his sharpness and wasn't really ready for anything higher than a Class D team. He was so bad, he hurt Louisville in several games.

"I marveled at how Higgins could go on staying with him. But each time we played Louisville, I noticed Daley was improving. By the second half of the

continued

Sure as the day You were born...
TAURUS (April 20–May 21) Taurians have great determination. Also, they appreciate the finest in food and drinks. So naturally they insist on Seagram's 7 Crown.
GEMINI (May 22–June 21) People born under the sign of Gemini are genial and likable. They enjoy parties and sociable evenings—particularly when Seagram's 7 Crown is served.
But no matter when you were born... any day between January 1st and December 31st, you're sure to like Seagram's 7 Crown. That's the wonder of America's favorite whiskey—it has a wonderful taste and wonderful smoothness that everyone appreciates... every time!
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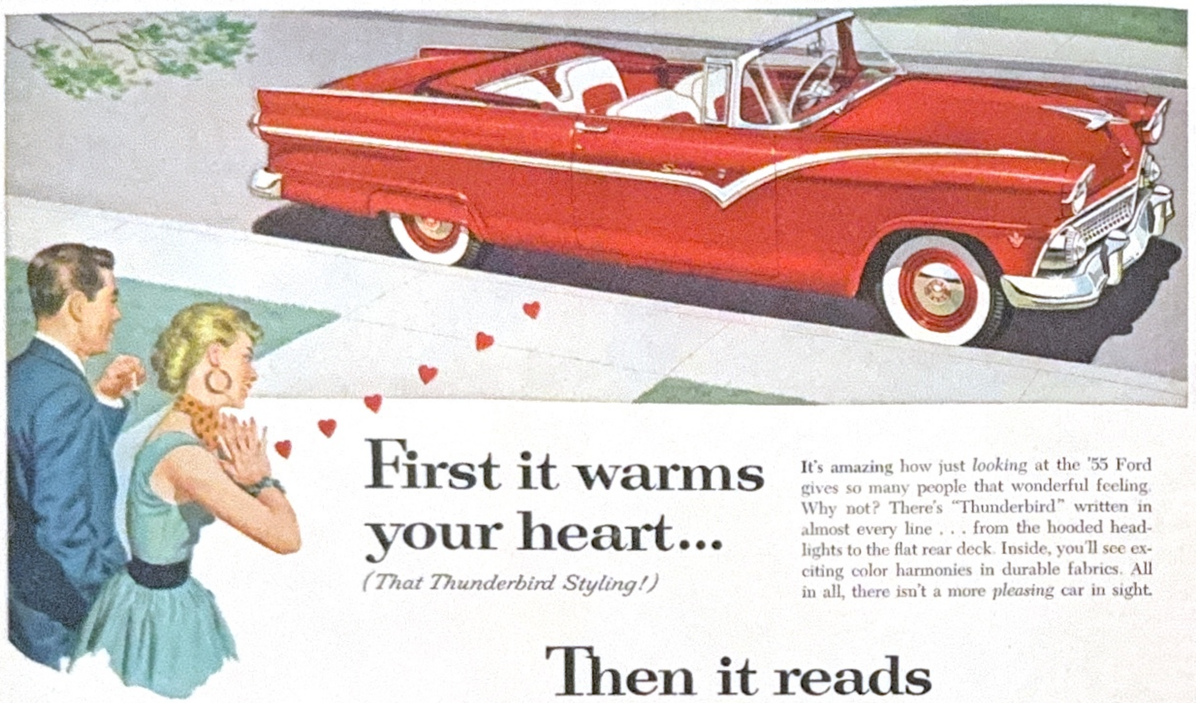
BLENDED WHISKEY
Say Seagram's and be Sure
SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.



First it warms your heart...

(That Thunderbird Styling!)

It's amazing how just *looking* at the '55 Ford gives so many people that wonderful feeling. Why not? There's "Thunderbird" written in almost every line . . . from the hooded headlights to the flat rear deck. Inside, you'll see exciting color harmonies in durable fabrics. All in all, there isn't a more *pleasing* car in sight.

Then it reads your mind...

(That Trigger-Torque Power!)

Behind the wheel of the new Ford, *you* become a new man. For under your foot lies response so eager and alive, you almost believe it's clairvoyant! This is Ford's Trigger-Torque power . . . and it replies to your driving demands with split-second agility. There's safety in power like this . . . to whizz you out of traffic snarls . . . and to pass you ahead when passing is called for. Three new stout-hearted engines to choose from. And at least a score of other new engineering features. Reading about it is nowhere near the fun of driving the new Ford. So why not visit your dealer today?

Treat yourself to a Trigger-Torque Test Drive in a new

'55 Ford

Meeting of minds exists among Higgins and general manager Joe Cronin, above, and farm director John Murphy. They are after right-handed power.

RED SOX continued

season, he had regained his old form. I said to myself as I watched him: 'Kid, you don't know how lucky you were to have a manager like Higgins.' I don't know of anybody else who would have gone that far with him. Anybody but Mike would have sent him down. That would have hurt his morale and he probably would have quit baseball. Both himself and the Red Sox would have been the losers."

The unwillingness of Higgins to jeopardize an investment characterized his eight years of managing in the minors: two at Roanoke, then in the Piedmont League, two at Birmingham in the Southern Association and four at Louisville. His Louisville team last year won the play-offs and then beat Syracuse in the Little World Series, but only his first team, at Roanoke in 1947, won a pennant, although he finished out of the first division but once. He might have climbed higher if he hadn't concentrated on material for the Red Sox.

When Higgins concluded his own brilliant playing span in 1946, as third baseman on the only Red Sox pennant-winner since 1918, the late Eddie Collins, then general manager, offered him the job of managing Toronto in the International League, a classification right next door to the majors. Why Higgins chose instead Roanoke in Class B high-lights his typically careful judgment.

"It wasn't so much that I wanted to start near the bottom," he says, "even though I knew I had much to learn. But the Red Sox didn't own Toronto. They only had a working agreement there. I realized this meant Toronto wouldn't get the Sox farm-outs with the most potential talent. Those would go to the farm clubs the Sox owned outright. That was the kind of player I wanted to work with. The only opening with a club owned by the Sox was at Roanoke."

Mike's teams always have enjoyed high morale. Even the infrequent player who forced him to dig in the spurs ended up voting for him. One such was a Louisville second baseman, Eddie Lyons, later sold to Columbus. After the deal was made, Lyons said: "If a guy can't play for Higgins, he can't play for anybody." And, as an appreciative postscript, Eddie named a son Michael Franklin Lyons.

In that period between Higgins' departure as their third baseman and his return as their manager, 1947 through '54, the Red Sox first climbed Mount Everests of frustration, then grew old and needed rebuilding. In 1947, Tex Hughson, Dave Ferriss and Mickey Harris, who provided the pennant pitching in '46, all developed chronic sore arms. "If it hadn't been for that," Higgins says, "the Red Sox would have gone on winning pennants."

After the '47 season, manager Joe Cronin moved up to the front office. His successor was Joe McCarthy, one of the best field leaders of all time. McCarthy had won nine pennants, one with the Chicago Cubs and eight with the Yankees. With the Red Sox, McCarthy missed the '48 pennant by a one-game play-off to the Cleveland Indians, the '49 pennant also by one game on the last day of the season to the Yankees in the Stadium. In 1950, the Red Sox staggered around and McCarthy knew they would have to be rebuilt. Too old and weary to tackle the job, he went home to Buffalo in June.

If Higgins, then managing Birmingham, had been summoned to guide a long-range building program, it is possible the subsequent five-year history of the Red Sox would have been something other than what James Thurber might describe as a "glob." But Higgins

continued

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Higgins ignored his minor-league record to develop young players for the Red Sox

wasn't ready, owner Tom Yawkey and Cronin decided. They appointed old, reliable Steve O'Neill and Steve managed third-place finishes in '50 and '51. That was about as good as anybody could have done.

The '51 season saw Lou Boudreau playing some infield for the Red Sox. He had been secured from Cleveland, where his inspirational play as shortstop-manager had led the Indians to the '48 pennant. Boudreau's hustle and fire, owner Yawkey reasoned, might help the Red Sox youth movement, then well under way.

Boudreau lasted three years, finished sixth, fourth and fourth. Lou, now managing Kansas City, is a competitor and possesses an imaginative, inventive baseball mind. In the department of patience, however, he never has reminded anybody of Job. His formula for trying to lift the Red Sox as high as possible immediately—an objective for which it is hard to censure him—was to shuffle the line-up daily. This did not build the skills or the morale of the younger players—or some of the older ones either.

To compound Boston's problems, injuries beset the best pitcher, veteran southpaw Mel Parnell, and the great hitter Ted Williams. The Red Sox lost 85 games, 16 more than they won, and finished 42 games out of first place with a percentage of .448, the club's losingest—except for the subpar 1943 wartime team—in 21 years. Total home attendance dropped to 931,127, first under a million in nine years. It was the nadir of a fall from the record peak of 1,596,650 in 1949.

Last October, Boudreau was let out. For one thing, as Cronin pointed out, you couldn't expect Higgins to wait forever. The Chicago White Sox and the Baltimore Orioles had been gesturing to him. The Red Sox roster which Higgins inherited included 29 men who had played for him in the farm system and knew, liked and respected him. That was a plus. But the problems are stiff. The most urgent is a need for run-making power, especially one (or two, if possible), consistent, right-handed long-ball hitters to exploit the neighborly left-field wall of Fenway Park.

The team's strength lies in its pitching potential. There are several pitchers around 23 years old who look promising. Two of them, Frank Sullivan and Tom Brewer, won 15 and 10 games last year. While these kids are developing, Higgins hopes for stabilized, experienced performance from Parnell and from Willard Nixon, a big Georgian with superior right-handed equipment.

Nixon represented the first big-league test of Higgins' ability to handle temperament. Nixon has developed a laudable habit of beating the Yankees, but his general performance had been disappointing. His trouble: fighting himself. A dubious call by an umpire, a lucky hit, a hurtful error—any of these things were likely to stir Willard into a Vesuvian boil. Then he tried to flog the ball past the hitters, consequently dispensed bases-on-balls in clusters and soon was showering. After such a display in an exhibition game, Higgins took Nixon aside and said approximately this:

"Any pitcher will lose some games, because the other team just beats him. But there's no sense in a pitcher beating himself, no excuse for it, and that's what you've been doing. Don't you want to be a 20-game winner up here? Don't you want to increase your salary? You can if you want to. You've got all the stuff you need. But it's no good to you, if you don't learn to stop fighting yourself out there."

Undoubtedly, others in his profession had tendered Nixon the same advice. Higgins, his minor-league record indicates, has the knack of making such lectures take fruitful root. Whether he can effect a permanent cure in Nixon, only the long haul will reveal. At least, Willard's next four clinics found the patient reacting healthily.

He started against the New York Giants at Richmond. The first two batters tagged him for home runs. He simmered. He knocked down the next hitter, Willie Mays, with a "near one" and then walked him. Then he settled down, retired the next three hitters and permitted only three singles and no runs the rest of his seven innings, as the Red Sox won, 5-2.

In his first three regular-season appearances, Nixon beat the Yankees in Boston, 6-4, and pitched two successive 1-0 victories, against the Senators in Washington and the Yankees in New York,

continued

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stops them all!

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NULLO IS SO CONVENIENT. No need to bother with underarm deodorants, conspicuous breath-killers or mouth-washes. As Reader's Digest reported: ". . . chlorophyll grants chemical security against halitosis and B. O. . . . safe and simple." Yes, that's famous Nullo, the original, all-purpose deodorant. Keeps you feeling clean and fresh all day.

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Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain — without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all — results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne®) — discovery of a world-famous research institute.

Now this new healing substance is offered in ointment form under the name of *Preparation H.*® Ask for it at all drug stores — money back guarantee. ®

Refresh your TIRED EYES daily, regularly with a 2-drop bath of MURINE

Every day, and during the day—refresh your tired eyes in seconds with just two drops of Murine in each eye. Murine's seven tested ingredients make it gentle as a tear—use it as often as your eyes would like. It makes your eyes feel good.

MURINE for your eyes

PHOTOQUIZ ANSWERS

(See page 94) 1—China, dragon. 2—France, cock. 3—Canada, beaver. 4—Burma, tiger. 5—United States, eagle. 6—Ceylon, elephant. 7—New Zealand, kiwi. 8—Great Britain, lion. 9—Australia, kangaroo. 10—Russia, bear.

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A Doctor's Soothing Medicated Antiseptic

Zemo promptly relieves the intense itch of surface skin rashes, eczema, psoriasis, ringworm and athlete's foot. Zemo stops scratching and so aids faster healing and clearing of the irritated skin. The first trial of this soothing doctor's antiseptic convinces! Greaseless. Stainless. Buy *Extra Strength* Zemo for stubborn cases.

Work, Sleep, Play In Comfort

Without Nagging Backache

Nagging backache, loss of pep and energy, headaches and dizziness may be due to slowdown of kidney function. Doctors say good kidney function is very important to good health. When some everyday condition, such as stress and strain, causes this important function to slow down, many folks suffer nagging backache—feel miserable. Minor bladder irritations due to cold or wrong diet may cause getting up nights or frequent passages.

Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. Used successfully by millions for over 50 years. It's amazing how many times Doan's give happy relief from these discomforts—help the 15 miles of kidney tubes and filters flush out waste. Get Doan's Pills today!

"Mr. Blaik hung that on you? Wait'll I get hold of his kid!"

Two debatable decisions by umpires in the Washington game offered Nixon a traditionally perfect spot to blow up. He didn't. In the New York shutout, a two-hitter, he never was in trouble.

The Higgins knack for handling people faces a new kind of challenge in the Boston press. Such New England sports heroes as boxing champions Rocky Marciano and Tony DeMarco, skating queen Tenley Albright and equine celebrity Boston Doge may receive occasional devotion, but nothing compared to that religion of mortification known as the Red Sox—although the devout do not always attend second-division services. Interpreting the public accurately, editors in and around Boston accord the Sox a saturation press. Twenty-three newspapermen were in attendance at one time during spring training at Sarasota. Fenway Park's benches, dressing rooms and press chamber have accommodated even larger throngs. There was no greater coverage, relatively, at the invasion of Normandy.

In the tradition of aggressive journalism, most of these writers are ordered by their bosses to dig up new angles, fresh quotes and exclusives. The equally understandable objective of the management is to divulge the news with favor to none. These divergent points of view have been known to precipitate situations, sometimes thunderous, sometimes sullen, occasionally bitter. True to some measure in all big-league baseball towns, it is especially so in Boston. Higgins may improve rapport. The newspapermen appear to like him. He conducts a press conference that may be unspectacular, but it is intelligent, courteous and refreshingly devoid of double-talk.

The character of Higgins reflects his sturdy family background. Michael Franklin Higgins, Sr. and Mattie Orr were Tennesseans who migrated to Texas, met and married there and had three sons: Clen, Jimmy and Mike. The boys were born on a farm near Red Oak. When Mike was little, his father moved the family to Dallas, 21 miles away, to take advantage of its better schools. Higgins Senior got a job on the Dallas police force and not until 27 years later could his sons talk him into retiring. He was the boss of his family.

The Higgins boys never got in much trouble beyond chewing tobacco at Oak Cliff High and getting brought up before W. H. (Red) Adamson, the beloved principal (after whom the school was later renamed). Anyhow, chewing never affected the Higgins boys as Oak Cliff athletes. They starred in football, baseball and basketball.

Clen Higgins, better known as "Ox," went on to the University of Texas, where his tackle play won All America mention from Walter Camp. Jimmy played center and fullback at Southern Methodist and is now a well-known Southwest Conference and Bowl game official. Mike followed "Ox" to Texas. It was natural, because nobody except his parents had more to do with fashioning Mike Higgins than "Ox," who died two years ago, mourned by legions of friends.

Athletic scholarships were not so liberal when Mike Higgins entered Texas in 1927, midterm. To help pay his way, he worked in

continued

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Capetown Tropicals

(RAYON AND DACRON)

Light, cool and comfortable, yet hold a crease and stay good looking longer because they're blended with Dacron. Beautifully tailored by Haggar for better fit.

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Star salesman **AL WARNER** *says,*

"I'm sold on Healthknit three ways!

comfort
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"A salesman has to feel good and look good, and HEALTHKNIT helps me feel good all day long!" says star salesman Al Warner of the Martin-Senour Paint Company.

It's a fact! In HEALTHKNIT you feel better. That wonderful fabric g-i-v-e-s with every movement. And long fiber cotton is absorbent, stays soft, while HEALTHKNIT tailoring assures perfect fit. Nylon reinforced at points of greatest wear. Designed for *easy living*—washes easily, needs no ironing. Try 'em! You'll be sold, too!

*Insist on Exclusive Kris-Kros*Tapes—Here's Why—*

Stoop, squat, sprint or sit—whatever you do while you're wearing these new-design MacDee Briefs by Healthknit, they go right with you—never get in your way. The only way you know you're wearing them is by the way you feel—relaxed, secure, well-groomed. And it's all due to a patented design feature found only in MacDee Briefs. Look for—insist on—the exclusive Kris-Kros tapes! They are tailored in to keep you relaxed, secure—always. And gentle elastic leg openings hold fit for smart comfort. Try 'em! *Mid-Lengths $1.19 Briefs 89¢*

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Here's the shirt that never creeps, bunches or rides up your back! Why? It's very simple. See that Kut-Ups vent? That leaves the bottom free to spread, like your coat, when you walk or sit down. Makes sense, doesn't it? Try it—you'll find shirt comfort and freedom you never thought possible! Nylon reinforced shoulder straps for extra long wear. Kut-Ups *Only 75¢* Utility Shirt—on figure—$1.00

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Mike prefers the music of bats to Bach

the gym and at the University gas station and waited table in Mother Emmons' boardinghouse. He still found time to maintain passing grades and play football and baseball. He lettered at fullback in 1928. After that, he concentrated on third base for the late Uncle Billy Disch, justly famous Texas baseball coach for 28 years. The right-handed power at bat and the steady hands afield of Higgins attracted several big-league teams, including the Yankees. The Yanks had an edge going, because Uncle Billy was one of their scouts. But Higgins preferred Connie Mack's $5,500 salary and his hint that Jimmy Dykes couldn't go on playing third for the Philadelphia Athletics forever.

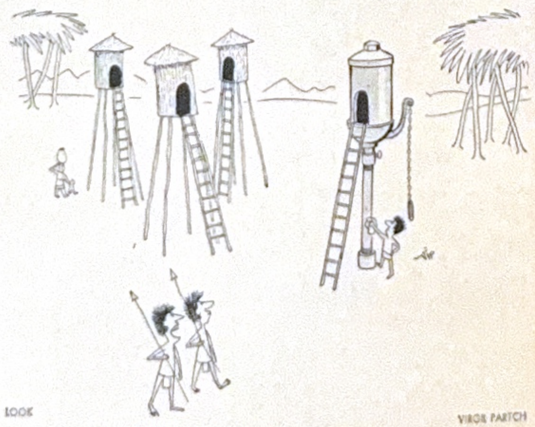
On June 15, 1930, Higgins reported to the Athletics of Grove, Earnshaw, Cochrane, Simmons and Foxx, one of baseball history's truly great teams, headed for the second of their three straight pennants. They were a rough crew. They ignored "the busher" Higgins, made it tough for him to get in his batting "licks." Only Jimmy Foxx extended the hand of welcome. Double-X and Mike were to become boon companions by candlelight.

Higgins had given himself a timetable of three years to make the majors. If he failed, there would be a job in "Ox's" sporting-goods business. He didn't want the life of a minor-league player. That may be why he has such sympathetic understanding and appreciation of the youngster battling to get ahead. He made good on his timetable. In 1933, after farm-out seasons at Dallas and San Antonio of the Texas League in '31 and Portland of the Pacific Coast League in '32, Higgins became the A's third baseman. For the next 14 years, with the A's, Red Sox and Tigers—and 1945 taken out for military service—Mike was a top star, a steady fielder and hateful clutch hitter. Twice he hit three homers in one game, and his record of 12 consecutive hits has been equaled once but never bettered.

Be his day good, bad or indifferent, Higgins the manager, like Higgins the player, won't bring the game home too often. This is in deference to a request of his wife Hazen. They met on a blind date in 1932, married three years later and have two daughters, Diane, 14, and Elizabeth (Bootsie), 12.

Mrs. Higgins is a pianist and student of classical music; and Bootsie plays the flute. Although Mike may prefer hunting, golf, canasta or bridge and a football gab session, he has managed, with typical patience, to learn to enjoy Chopin. But when Mrs. Higgins and Bootsie move in on Bach, Mike quietly moves out.

There will be times, especially when the Red Sox are well into one of their scoreless-inning streaks on the road, when even so patient a man as Mike Higgins may think wistfully of a musical evening at home. Even the prospect of Bach may sound inviting. END



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Pure clear water—pure as the finest spring water—and brewing equipment kept absolutely spotless to maintain that purity.

Important minerals—including certain basic elements our bodies use up every day—are among the natural ingredients of beer.

The way it "belongs" with the friendly informality that's so much a part of American life. No wonder beer and ale are traditionally considered *beverages of moderation.*

Beer Belongs—Enjoy It! *America's Beverage of Moderation*

New Kleenex Economy Pack

Now—a "400" pack of strong, soft Kleenex

With this new Economy Pack you really save *two* ways:

1. You get 400 tissues (200 double-ply sheets). More Kleenex* for your money.
2. The exclusive "pop-up" box saves as it serves one tissue at a time.

What's more, the new Economy Pack comes in a choice of colors—soft pink, soft yellow, or pure white. Today ask for Kleenex tissues—in the new Economy Pack.

Be sure it's Kleenex
—the largest selling tissue in the world

*T. M. REG. U. S. PAT. OFF.
© INTERNATIONAL CELLUCOTTON PRODUCTS CO.

His cap on her head means a kiss. The new ensign is Jauncey Sweet; his fiancée, Linda LeHardy. Her mother watches; her father was killed in Navy action.

Love comes to Annapolis

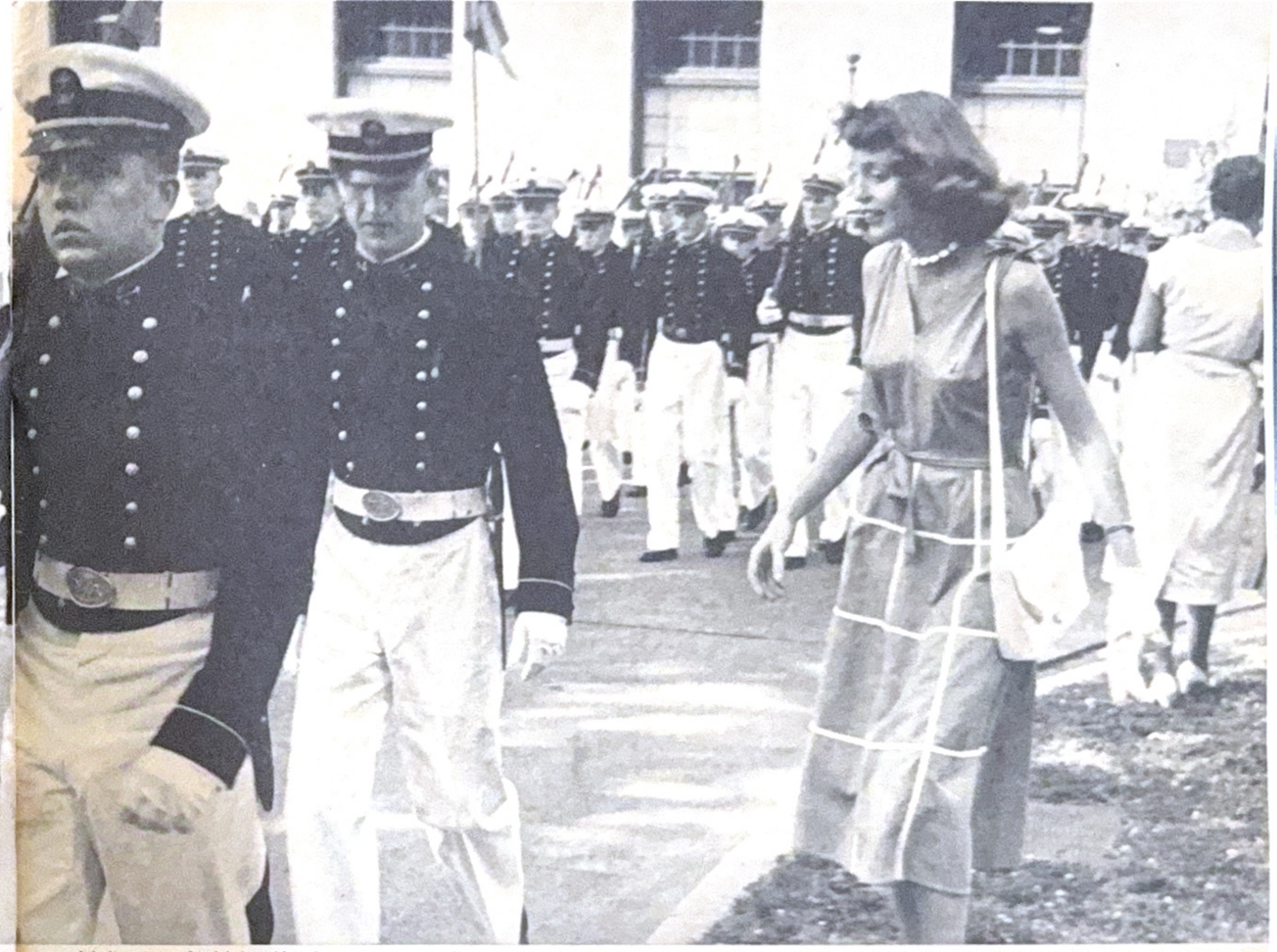
June Week, which "bewildered" President Ulysses S. Grant, shows that romance is one of the Navy's oldest traditions

"In each angle of the Fort there were spoony corners for the lovesick to communicate their tales of love. Over each were appropriate mottoes. . . . Spoons: Who Enters Here Leaves Hope Behind!" So runs an account of a Naval Academy June Week ball in 1869. The dance lasted until sunrise. President Grant, who was among the 4,000 guests, was described as "bewildered" and "considerably agitated" by the excitement. Passing years haven't changed the traditions of gaiety and romance which add color to a procession of solemn ceremonies. This year's June Week features four dress parades and ten "hops" (dances). After graduation, five dozen new ensigns will wed their "OAOs" (one-and-onlys) at Academy Chapel.

continued

At a beach party, they talk about the future. Jauncey will be a Navy aviator, Linda wants "lots of children."

Marching to a review, Jauncey tries to keep in step while listening to Linda's breathless, last-minute message. She wants him to meet her after the parade near Tecumseh, famous Naval Academy landmark.



"I've always sort of figured in the back of my mind to marry a Naval Academy boy," says Linda LeHardy

Wedding picture, taken in front of the chapel, will find a fond place in the Sweets' scrapbook.

A final sail on the Severn River is one of many June Week traditions.

END

Produced by GEORGE B. LEONARD, JR. • Photographed by CHARLOTTE BROOKS

LOOK ON THE

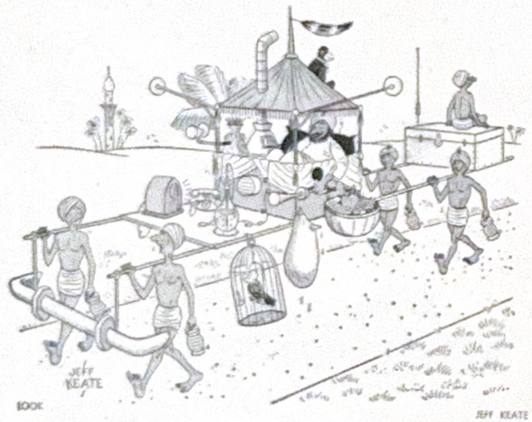
Light Side

EDITED BY GURNEY WILLIAMS

LOOK CHON DAY

LOOK BOB BARNES

"We probably wouldn't have been given our diplomas if the Dean of Women knew what we aren't wearing under these gowns."



LOOK JEFF KEATE

"I liked it better before he got this craze for accessories!"

Red faces

The red-faced	The cause
Minister, Santa Rosa, California	*His office sent out a church bulletin inviting parishioners to a "coffee hour in the social hell."*
Promoter, Bedford, Virginia	*When the time came to crown the Bicentennial Celebration Beauty Queen, he couldn't find the crown.*
Housewife, Chippenham, England	*She won third place in a cake-baking contest in which her young son took first prize.*
Stevedore, Oran, Algeria	*When informed he'd won a huge lottery prize, he joyfully burned his old suit, in which he had left the winning ticket.* W. E. FARBSTEIN

Growing-up is that period in which the teen-age girl switches from Girl Scouting to boy scouting.
HARRY CIMRING

Something a French Premier seldom hears nowadays is the editorial "Oui!"
D. S. HALACY, JR.

"Honored alumni—"

I don't maintain this is infallible, but when a college graduate gives money to his alma mater, he can usually expect something along the following lines:

$500,000 or over: Receives honorary degree, asked to deliver oration at commencement.

$100,000: Scholarship, swimming pool or new dormitory wing named after him.

$10,000: Prominent write-up extolling virtues in alumni magazine.

$1,000: Personally signed letter of thanks from Prexy.

$100: Form letter of thanks.

$5 or less: Well, so far I've had three follow-up appeals pointing out that the average annual gift comes to just under $17.
PARKE CUMMINGS

Classified desperation

(Adv. in New York *Times*)

SEC'Y-TYPIST: younger half of happy, nine young eligible men in office. $50-60. Company pays one-half agency fee.

Sincerely

All those letters long unanswered
With which my desk is strewn,
I won't postpone until tomorrow—
That is much too soon! THOMAS USK

LOOK STAN RINE

"Bite?"

Enjoy a Seven-Up "Float"!

● Just put one scoop of ice cream in a glass. Tilt the glass and pour chilled 7-Up gently down the side. Then . . . enjoy the appealing, unusual taste of the 7-Up "Float." The 7-Up flavor does something for the ice cream to make a special treat.

Any time you're thirsty, open a chilled bottle of sparkling 7-Up. Take a sip. Hold it in your mouth a moment and really *taste* that very special flavor you find nowhere else.

If you want a real thirst-quencher . . . *nothing does it like 7-Up!*

New 7-Up TV Show! *For exciting adventure, see "Soldiers of Fortune" every week.*

Peach and 7-Up *Strawberry and 7-Up* *Orange Ice and 7-Up* *Lime Sherbet and 7-Up*

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for more
pure pleasure,
have a
Camel!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

No other cigarette is so rich-tasting yet so mild as Camel

● Certainly one of the great comforts and pleasures of a smoker's life is his—or her—Camel cigarette! Day in, day out, no other cigarette is so rich-tasting, yet so mild! For more pure pleasure, Camels agree with more people than any other brand!

Why not test this yourself? Make your own 30-day Camel Mildness Test. Smoke only Camels for 30 days. We think you'll agree—no other cigarette is so rich-tasting, yet so mild as Camel, year after year America's most popular cigarette!